

**Study of the Consumers'
Attitudes to Different
Handdrying Systems
for
European Tissue Symposium
June 2008**

INTERMETRA
Business & Market Research Group
Unr 1003-801
Rune Broo

Table of contents

Method	4
Tables, split by country	
1 Country	9
2 Age.....	10
3 Gender.....	11
4 Systems tried.....	12
5 How often do you dry your hands?	13
6 Important attributes.....	14
7 Important attributes.....	15
8 Important attributes.....	16
9 What would make a hand drying system unacceptable?	17
10 What would make a hand drying system unacceptable?	18
11 What would make a hand drying system unacceptable?	19
12 Which system is the most hygienic?.....	20
13 Which system is the most hygienic?.....	21
14 Which system is the most hygienic?.....	22
15 Which system dries your hands the fastest?	23
16 Which system gives you the driest feeling?	24
17 Which system do you like the most overall?.....	25
18 Which system do you like the most overall?.....	26
19 Which system do you like the most overall?.....	27
20 Which system would you prefer your children to use in school?.....	28
21 Which system would you prefer your children to use in school?.....	29
22 Which system would you prefer your children to use in school?.....	30

Tables, split by country and gender

23	Country	31
24	Age.....	32
25	Systems tried.....	33
26	How often do you dry your hands?	34
27	Important attributes.....	35
28	Important attributes.....	36
29	Important attributes.....	37
30	What would make a hand drying system unacceptable?	38
31	What would make a hand drying system unacceptable?	39
32	What would make a hand drying system unacceptable?	40
33	Which system is the most hygienic?.....	41
34	Which system is the most hygienic?.....	42
35	Which system is the most hygienic?.....	43
36	Which system dries your hands the fastest?	44
37	Which system gives you the driest feeling?	45
38	Which system do you like the most overall?	46
39	Which system do you like the most overall?	47
40	Which system do you like the most overall?	48
41	Which system would you prefer your children to use in school?.....	49
	Which system would you prefer your children to use in school?.....	50
42	Which system would you prefer your children to use in school?.....	51

Tables, split by country and age

43	Country	52
44	Age.....	53
45	Gender.....	54
46	Systems tried.....	55
47	How often do you dry your hands?	56
48	Important attributes.....	57
49	Important attributes.....	58
50	Important attributes.....	59
51	What would make a hand drying system unacceptable?	60
52	What would make a hand drying system unacceptable?	61
53	What would make a hand drying system unacceptable?	62
54	Which system is the most hygienic?.....	63
55	Which system is the most hygienic?.....	64
56	Which system is the most hygienic?.....	65
57	Which system dries your hands the fastest?	66
58	Which system gives you the driest feeling?	67
59	Which system do you like the most overall?.....	68
60	Which system do you like the most overall?.....	69
61	Which system do you like the most overall?.....	70
62	Which system would you prefer your children to use in school?.....	71
63	Which system would you prefer your children to use in school?.....	72
64	Which system would you prefer your children to use in school?.....	73

Method

Target population

The target population of the study is persons in the ages of 18-65 years who wash and dry their hands at public toilets and who have personal experience of all the three hand drying systems covered by the study.

The study covers four countries; Germany, France, Sweden and UK.

Interviewing method

The interviews were conducted on-line between June 5th and June 15th with samples from Lightspeed Research's panels in the four countries.

Sample sizes

In all 2000 were conducted with the following distribution:

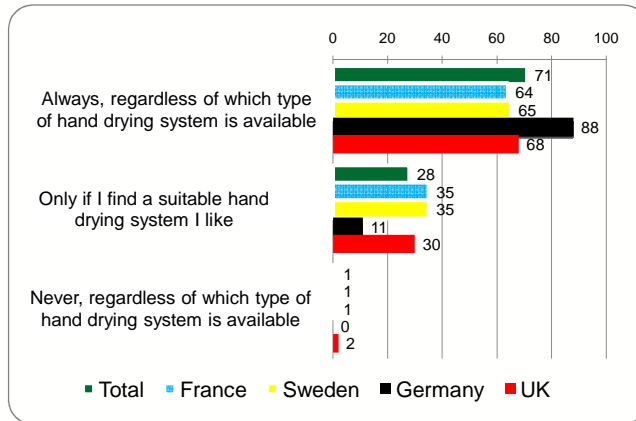
	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Male, 18-24 years	137	35	52	32	18
Male, 25-44 years	377	92	93	89	103
Male, 45-65 years	480	122	100	129	129
Total, males	994	249	245	250	250
Female, 18-24 years	260	64	44	70	82
Female, 25-44 years	426	108	110	112	96
Female, 45-65 years	320	79	101	68	72
Total, females	1006	251	255	250	250
Total	2000	500	500	500	500

All respondents

1

How often do you dry your hands?

Question: When visiting a public toilet, how often do you dry your hands?

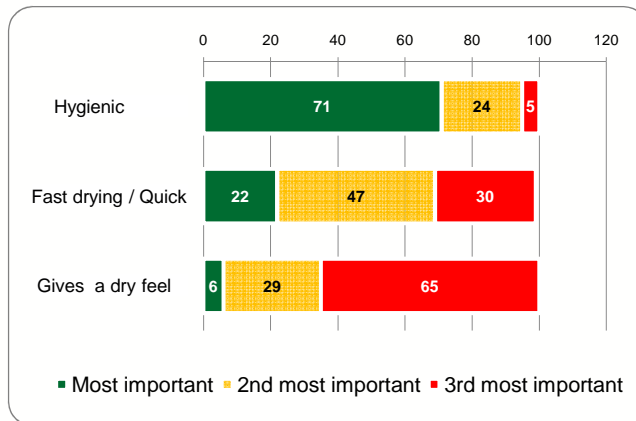


All respondents

2

Important attributes

Question: What makes a hand drying system suitable for you? Please rank the 3 attributes below from most important to least important:



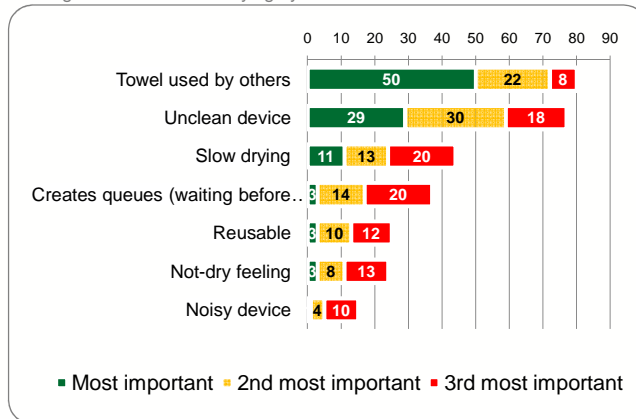
All respondents

7

What would make a hand drying system unacceptable?

Question: What would make a hand drying system unacceptable for you?

Please tick off which 3 out of the attributes below would have the most negative effect on your feelings towards a hand drying system?



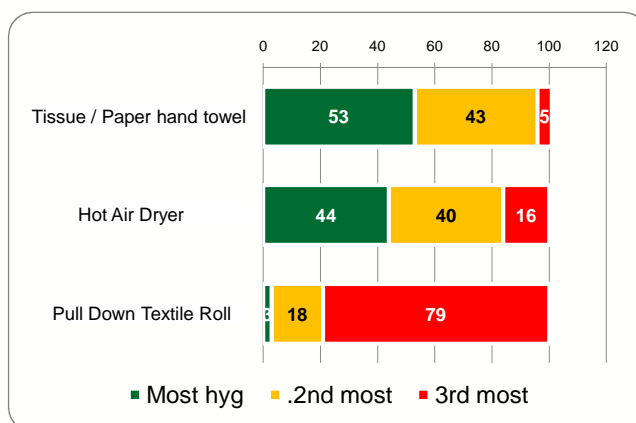
INTERMETRA
Business & Market Research Group

All respondents

3

Which system is the most hygienic?

Question: When drying your hands, which system do you find most hygienic? Please rank the three systems below



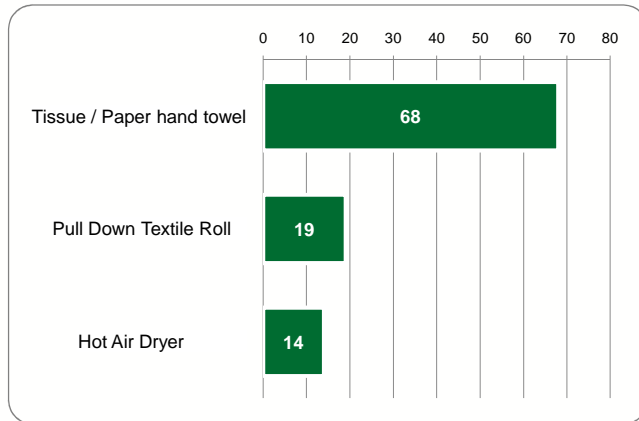
INTERMETRA
Business & Market Research Group

All respondents

1

Which system dries your hands the fastest?

Question: When drying your hands, which system do you find that dries your hands the fastest? (select one)



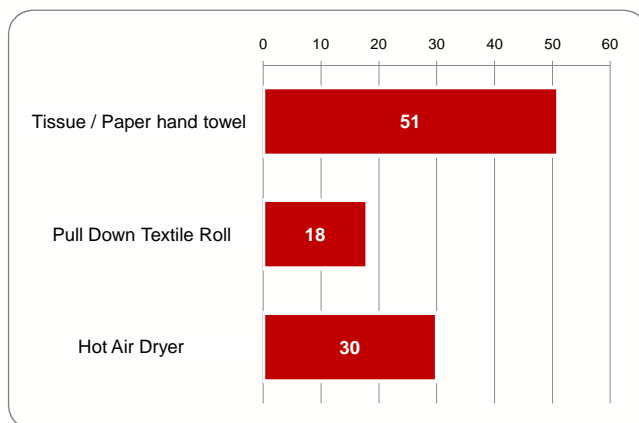
INTERMETRA
Business & Market Research Group

All respondents

6

Which system gives you the driest feeling?

Question: When drying your hands, which system gives you the driest feeling? (select one)



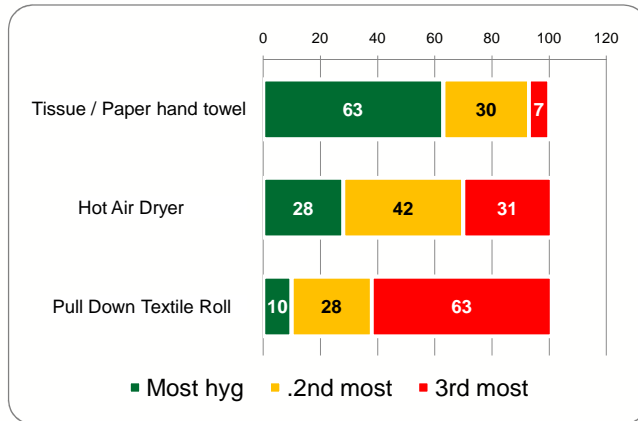
INTERMETRA
Business & Market Research Group

All respondents

4

Which system do you like the most overall??

Question: When drying your hands, which system do you like the most overall? Please rank the three systems below



INTERMETRA
Business & Market Research Group

1 Country

Question: Country

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
France	25	100	0	0	0
Sweden	25	0	100	0	0
Germany	25	0	0	100	0
UK	25	0	0	0	100

2 Age

Question: Age

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
18 to 24 years old	20	20	19	20	20
25 to 44 years old	40	40	41	40	40
46 to 65 years old	40	40	40	39	40
Total	100	100	100	100	100

3 Gender

Question: Gender

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Male	50	50	49	50	50
Female	50	50	51	50	50
Total	100	100	100	100	100

4 Systems tried

Question: Which of the following hand drying systems do you have personal experience of?



Tissue / Paper
hand towel

Hot Air
Dryer

Pull Down
Textile Roll

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Tissue / Paper hand towel	100	100	100	100	100
Hot Air Dryer	100	100	100	100	100
Pull Down Textile Roll	100	100	100	100	100

5 How often do you dry your hands?

Question: When visiting a public toilet, how often do you dry your hands?

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Never, regardless of which type of hand drying system is available	1	1	1	0	2
Always, regardless of which type of hand drying system is available	71	64	65	88	68
Only if I find a suitable hand drying system I like	28	35	35	11	30
Total	100	100	100	100	100

6 Important attributes

Question: What makes a hand drying system suitable for you?

Please rank the 3 attributes below from most important to least important:

Most important

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Gives a dry feel	6	6	8	6	5
Hygienic	71	73	77	71	65
Fast drying / Quick	22	22	16	23	30
Total	100	100	100	100	100

7 Important attributes

Question: What makes a hand drying system suitable for you?

Please rank the 3 attributes below from most important to least important:

2nd most important

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Gives a dry feel	29	24	40	29	22
Hygienic	24	23	19	23	30
Fast drying / Quick	47	53	41	48	48
Total	100	100	100	100	100

8 Important attributes

Question: What makes a hand drying system suitable for you?

Please rank the 3 attributes below from most important to least important:

3rd most important

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Gives a dry feel	65	70	53	65	72
Hygienic	5	4	4	6	5
Fast drying / Quick	30	25	43	29	23
Total	100	100	100	100	100

9 What would make a hand drying system unacceptable?

Question: What would make a hand drying system unacceptable for you?

Please tick off which 3 out of the attributes below would be have the most negative effect on your feelings towards a hand drying system?

Most negative

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Unclean device	29	26	43	15	30
Noisy device	1	2	1	1	0
Not-dry feeling	3	3	3	3	2
Reusable	3	8	1	2	1
Creates queues (waiting before you can dry your hands)	3	4	3	4	2
Towel used by others	50	42	41	65	50
Slow drying	11	15	8	9	13
Total	100	100	100	100	100

10 What would make a hand drying system unacceptable?

Question: What would make a hand drying system unacceptable for you?

Please tick off which 3 out of the attributes below would be have the most negative effect on your feelings towards a hand drying system?

2nd most negative

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Unclean device	30	23	29	35	32
Noisy device	4	4	4	5	4
Not-dry feeling	8	9	8	8	6
Reusable	10	19	6	8	5
Creates queues (waiting before you can dry your hands)	14	10	16	14	17
Towel used by others	22	21	27	14	23
Slow drying	13	13	9	16	13
Total	100	100	100	100	100

11 What would make a hand drying system unacceptable?

Question: What would make a hand drying system unacceptable for you?

Please tick off which 3 out of the attributes below would have the most negative effect on your feelings towards a hand drying system?

3rd most negative

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Unclean device	18	23	8	22	17
Noisy device	10	10	13	13	5
Not-dry feeling	13	12	12	13	13
Reusable	12	17	11	9	10
Creates queues (waiting before you can dry your hands)	20	12	22	19	25
Towel used by others	8	11	7	6	8
Slow drying	20	14	26	18	22
Total	100	100	100	100	100

12 Which system is the most hygienic?

Question: When drying your hands, which system do you find most hygienic? Please rank the three systems below

Most hygienic

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Pull Down Textile Roll	3	2	6	5	1
Hot Air Dryer	44	54	29	34	58
Tissue / Paper hand towel	53	44	65	61	41
Total	100	100	100	100	100

13 Which system is the most hygienic?

Question: When drying your hands, which system do you find most hygienic? Please rank the three systems below

2nd most hygienic

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Pull Down Textile Roll	18	10	29	22	10
Hot Air Dryer	40	38	40	45	36
Tissue / Paper hand towel	43	52	31	33	54
Total	100	100	100	100	100

14 Which system is the most hygienic?

Question: When drying your hands, which system do you find most hygienic? Please rank the three systems below

3rd most hygienic

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Pull Down Textile Roll	79	89	66	73	89
Hot Air Dryer	16	7	30	21	7
Tissue / Paper hand towel	5	4	4	6	5
Total	100	100	100	100	100

15 Which system dries your hands the fastest?

Question: When drying your hands, which system do you find that dries your hands the fastest?
(select one)

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Pull Down Textile Roll	19	22	18	20	15
Hot Air Dryer	14	15	9	10	20
Tissue / Paper hand towel	68	63	74	70	65
Total	100	100	100	100	100

16 Which system gives you the driest feeling?

Question: When drying your hands, which system gives you the driest feeling? (select one)

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Pull Down Textile Roll	18	20	22	20	11
Hot Air Dryer	30	37	17	22	45
Tissue / Paper hand towel	51	43	61	57	43
Total	100	100	100	100	100

17 Which system do you like the most overall?

Question: When drying your hands, which system do you like the most overall? Please rank

Best

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Pull Down Textile Roll	10	7	13	12	6
Hot Air Dryer	28	38	14	13	46
Tissue / Paper hand towel	63	55	73	75	48
Total	100	100	100	100	100

18 Which system do you like the most overall?

Question: When drying your hands, which system do you like the most overall? Please rank

2nd best

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Pull Down Textile Roll	28	18	36	40	17
Hot Air Dryer	42	45	43	40	40
Tissue / Paper hand towel	30	37	22	20	43
Total	100	100	100	100	100

19 Which system do you like the most overall?

Question: When drying your hands, which system do you like the most overall? Please rank

3rd best

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Pull Down Textile Roll	63	75	51	48	77
Hot Air Dryer	31	17	44	47	14
Tissue / Paper hand towel	7	8	5	5	8
Total	100	100	100	100	100

20 Which system would you prefer your children to use in school?

Question: Which system would you prefer your children (or other children) to use in school?
Please rank

1st choice

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Pull Down Textile Roll	11	8	11	17	6
Hot Air Dryer	29	36	18	21	42
Tissue / Paper hand towel	60	56	70	62	53
Total	100	100	100	100	100

21 Which system would you prefer your children to use in school?

Question: Which system would you prefer your children (or other children) to use in school?
Please rank

2nd choice

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Pull Down Textile Roll	26	21	33	31	17
Hot Air Dryer	45	46	46	43	44
Tissue / Paper hand towel	30	33	21	26	38
Total	100	100	100	100	100

22 Which system would you prefer your children to use in school?

Question: Which system would you prefer your children (or other children) to use in school?
Please rank

3rd choice

	Total n=2000 %	France n=500 %	Sweden n=500 %	Germany n=500 %	UK n=500 %
Pull Down Textile Roll	64	71	55	52	77
Hot Air Dryer	26	18	36	36	14
Tissue / Paper hand towel	10	11	9	12	9
Total	100	100	100	100	100

23 Country

Question: Country

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
France	25	25	25	100	100	0	0	0	0	0	0
Sweden	25	25	25	0	0	100	100	0	0	0	0
Germany	25	25	25	0	0	0	0	100	100	0	0
UK	25	25	25	0	0	0	0	0	0	100	100

24 Age

Question: Age

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
18 to 24 years old	20	14	26	14	25	21	17	13	28	7	33
25 to 44 years old	40	38	42	37	43	38	43	36	45	41	38
46 to 65 years old	40	48	32	49	31	41	40	52	27	52	29
Total	100	100	100	100	100	100	100	100	100	100	100

25 Systems tried

Question: Which of the following hand drying systems do you have personal experience of?

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Tissue / Paper hand towel	100	100	100	100	100	100	100	100	100	100	100
Hot Air Dryer	100	100	100	100	100	100	100	100	100	100	100
Pull Down Textile Roll	100	100	100	100	100	100	100	100	100	100	100

26 How often do you dry your hands?

Question: When visiting a public toilet, how often do you dry your hands?

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Never, regardless of which type of hand drying system is available	1	1	1	1	2	1	0	1	0	2	3
Always, regardless of which type of hand drying system is available	71	77	66	71	57	72	58	90	87	76	61
Only if I find a suitable hand drying system I like	28	22	33	29	41	27	42	10	13	23	36
Total	100	100	100	100	100	100	100	100	100	100	100

27 Important attributes

Question: What makes a hand drying system suitable for you?

Please rank the 3 attributes below from most important to least important:

Most important

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Gives a dry feel	6	6	6	6	6	8	7	6	7	6	5
Hygienic	71	68	75	68	78	72	81	68	74	62	68
Fast drying / Quick	22	26	19	27	17	20	12	27	19	32	27
Total	100	100	100	100	100	100	100	100	100	100	100

28 Important attributes

Question: What makes a hand drying system suitable for you?

Please rank the 3 attributes below from most important to least important:

2nd most important

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Gives a dry feel	29	28	29	24	24	39	40	26	31	23	22
Hygienic	24	27	21	27	19	22	16	26	21	33	26
Fast drying / Quick	47	45	50	49	57	38	44	48	48	44	52
Total	100	100	100	100	100	100	100	100	100	100	100

29 Important attributes

Question: What makes a hand drying system suitable for you?

Please rank the 3 attributes below from most important to least important:

3rd most important

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Gives a dry feel	65	66	65	70	71	53	53	68	62	72	73
Hygienic	5	5	4	5	4	5	3	6	5	4	6
Fast drying / Quick	30	29	31	25	26	42	45	26	33	24	21
Total	100	100	100	100	100	100	100	100	100	100	100

30 What would make a hand drying system unacceptable?

Question: What would make a hand drying system unacceptable for you?

Please tick off which 3 out of the attributes below would have the most negative effect on your feelings towards a hand drying system?

Most negative

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Unclean device	29	29	28	27	25	42	44	17	13	32	28
Noisy device	1	2	1	3	1	2	1	1	2	0	0
Not-dry feeling	3	3	3	4	3	4	2	2	4	3	2
Reusable	3	3	3	7	9	1	0	2	2	1	2
Creates queues (waiting before you can dry your hands)	3	4	2	4	3	4	2	5	3	3	2
Towel used by others	50	45	54	37	47	36	45	62	68	44	57
Slow drying	11	14	9	18	12	12	5	10	8	16	10
Total	100	100	100	100	100	100	100	100	100	100	100

31 What would make a hand drying system unacceptable?

Question: What would make a hand drying system unacceptable for you?

Please tick off which 3 out of the attributes below would have the most negative effect on your feelings towards a hand drying system?

2nd most negative

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Unclean device	30	27	33	22	24	28	31	30	39	28	36
Noisy device	4	4	4	3	5	4	4	6	4	4	4
Not-dry feeling	8	8	8	11	8	7	9	7	10	6	5
Reusable	10	9	10	19	20	5	6	8	9	4	6
Creates queues (waiting before you can dry your hands)	14	15	13	8	11	18	13	16	11	18	15
Towel used by others	22	23	20	24	19	26	29	15	14	26	20
Slow drying	13	14	12	14	13	11	8	18	14	13	12
Total	100	100	100	100	100	100	100	100	100	100	100

32 What would make a hand drying system unacceptable?

Question: What would make a hand drying system unacceptable for you?

Please tick off which 3 out of the attributes below would have the most negative effect on your feelings towards a hand drying system?

3rd most negative

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Unclean device	18	19	16	24	22	11	6	22	21	18	16
Noisy device	10	10	11	10	11	11	14	14	13	5	5
Not-dry feeling	13	13	12	12	13	16	9	11	14	14	12
Reusable	12	12	12	17	17	9	14	7	10	13	7
Creates queues (waiting before you can dry your hands)	20	17	22	12	13	20	24	19	19	18	32
Towel used by others	8	9	7	14	8	6	9	7	5	10	6
Slow drying	20	20	20	12	16	27	25	20	16	22	22
Total	100	100	100	100	100	100	100	100	100	100	100

33 Which system is the most hygienic?

Question: When drying your hands, which system do you find most hygienic? Please rank the three systems below

Most hygienic

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Pull Down Textile Roll	3	4	3	1	2	6	5	6	4	2	1
Hot Air Dryer	44	50	38	61	48	38	21	35	33	64	51
Tissue / Paper hand towel	53	47	59	38	50	56	74	59	63	34	48
Total	100	100	100	100	100	100	100	100	100	100	100

34 Which system is the most hygienic?

Question: When drying your hands, which system do you find most hygienic? Please rank the three systems below

2nd most hygienic

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Pull Down Textile Roll	18	17	18	10	9	24	34	22	22	11	9
Hot Air Dryer	40	36	44	33	43	39	42	45	46	28	43
Tissue / Paper hand towel	43	47	38	57	47	38	24	34	32	61	48
Total	100	100	100	100	100	100	100	100	100	100	100

35 Which system is the most hygienic?

Question: When drying your hands, which system do you find most hygienic? Please rank the three systems below

3rd most hygienic

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Pull Down Textile Roll	79	80	78	88	89	70	61	72	74	88	90
Hot Air Dryer	16	14	18	6	8	23	37	20	21	8	6
Tissue / Paper hand towel	5	6	3	5	3	7	2	8	5	5	4
Total	100	100	100	100	100	100	100	100	100	100	100

36 Which system dries your hands the fastest?

Question: When drying your hands, which system do you find that dries your hands the fastest? (select one)

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Pull Down Textile Roll	19	22	16	27	16	19	16	23	18	19	11
Hot Air Dryer	14	16	11	17	14	12	5	10	9	25	16
Tissue / Paper hand towel	68	62	74	56	70	69	78	67	73	56	73
Total	100	100	100	100	100	100	100	100	100	100	100

37 Which system gives you the driest feeling?

Question: When drying your hands, which system gives you the driest feeling? (select one)

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Pull Down Textile Roll	18	19	17	22	18	21	23	21	20	14	8
Hot Air Dryer	30	35	26	44	31	22	12	25	19	49	42
Tissue / Paper hand towel	51	45	57	35	51	57	65	54	61	36	50
Total	100	100	100	100	100	100	100	100	100	100	100

38 Which system do you like the most overall?

Question: When drying your hands, which system do you like the most overall? Please rank

Best

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Pull Down Textile Roll	10	10	9	8	6	13	14	13	11	7	4
Hot Air Dryer	28	33	23	43	33	20	8	15	11	54	38
Tissue / Paper hand towel	63	57	69	49	61	68	78	72	78	39	58
Total	100	100	100	100	100	100	100	100	100	100	100

39 Which system do you like the most overall?

Question: When drying your hands, which system do you like the most overall? Please rank

2nd best

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Pull Down Textile Roll	28	25	30	17	19	29	42	36	44	18	15
Hot Air Dryer	42	40	43	43	47	45	40	42	37	31	49
Tissue / Paper hand towel	30	34	26	40	33	25	18	22	18	50	36
Total	100	100	100	100	100	100	100	100	100	100	100

40 Which system do you like the most overall?

Question: When drying your hands, which system do you like the most overall? Please rank

3rd best

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Pull Down Textile Roll	63	64	61	75	75	58	44	51	45	74	80
Hot Air Dryer	31	27	34	14	20	35	52	43	52	15	13
Tissue / Paper hand towel	7	9	5	11	6	7	4	6	4	10	6
Total	100	100	100	100	100	100	100	100	100	100	100

41 Which system would you prefer your children to use in school?

Question: Which system would you prefer your children (or other children) to use in school? Please rank

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Pull Down Textile Roll	11	10	11	9	7	12	11	16	18	4	7
Hot Air Dryer	29	34	24	39	32	22	15	25	17	49	34
Tissue / Paper hand towel	60	56	65	51	61	65	75	59	65	46	59
Total	100	100	100	100	100	100	100	100	100	100	100

Which system would you prefer your children to use in school?

Question: Which system would you prefer your children (or other children) to use in school? Please rank

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Pull Down Textile Roll	26	25	27	20	22	28	38	33	30	17	18
Hot Air Dryer	45	42	47	42	50	49	44	42	43	37	52
Tissue / Paper hand towel	30	33	26	38	28	23	18	25	27	46	30
Total	100	100	100	100	100	100	100	100	100	100	100

42 Which system would you prefer your children to use in school?

Question: Which system would you prefer your children (or other children) to use in school? Please rank

	Total n=2000 %	Male n=994 %	Female n=1006 %	France Male n=249 %	France Female n=251 %	Sweden Male n=245 %	Sweden Female n=255 %	Germany Male n=250 %	Germany Female n=250 %	UK Male n=250 %	UK Female n=250 %
Pull Down Textile Roll	64	65	63	70	71	60	51	51	52	78	75
Hot Air Dryer	26	24	28	19	18	29	42	33	40	14	14
Tissue / Paper hand towel	10	11	9	11	11	11	7	16	8	8	11
Total	100	100	100	100	100	100	100	100	100	100	100

43 Country

Question: Country

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
France	25	25	25	25	26	24	25	25	25	25
Sweden	25	24	25	25	38	25	21	17	26	32
Germany	25	26	25	25	23	24	27	27	26	21
UK	25	25	25	25	13	27	27	32	23	23

44 Age

Question: Age

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
18 to 24 years old	20	100	0	0	100	0	0	100	0	0
25 to 44 years old	40	0	100	0	0	100	0	0	100	0
46 to 65 years old	40	0	0	100	0	0	100	0	0	100
Total	100	100	100	100	100	100	100	100	100	100

45 Gender

Question: Gender

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Male	50	35	47	60	100	100	100	0	0	0
Female	50	65	53	40	0	0	0	100	100	100
Total	100	100	100	100	100	100	100	100	100	100

46 Systems tried

Question: Which of the following hand drying systems do you have personal experience of?

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Tissue / Paper hand towel	100	100	100	100	100	100	100	100	100	100
Hot Air Dryer	100	100	100	100	100	100	100	100	100	100
Pull Down Textile Roll	100	100	100	100	100	100	100	100	100	100

47 How often do you dry your hands?

Question: When visiting a public toilet, how often do you dry your hands?

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Never, regardless of which type of hand drying system is available	1	1	1	1	1	2	1	2	1	1
Always, regardless of which type of hand drying system is available	71	69	69	74	70	77	79	69	62	68
Only if I find a suitable hand drying system I like	28	29	29	25	29	21	21	30	37	31
Total	100	100	100	100	100	100	100	100	100	100

48 Important attributes

Question: What makes a hand drying system suitable for you?

Please rank the 3 attributes below from most important to least important:

Most important

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Gives a dry feel	6	8	5	6	7	6	6	8	5	6
Hygienic	71	64	73	73	62	67	69	65	78	80
Fast drying / Quick	22	28	22	20	31	27	24	27	17	14
Total	100	100	100	100	100	100	100	100	100	100

49 Important attributes

Question: What makes a hand drying system suitable for you?

Please rank the 3 attributes below from most important to least important:

2nd most important

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Gives a dry feel	29	26	30	29	28	28	28	25	31	31
Hygienic	24	28	22	23	30	26	27	27	19	18
Fast drying / Quick	47	46	48	48	42	45	45	48	51	51
Total	100	100	100	100	100	100	100	100	100	100

50 Important attributes

Question: What makes a hand drying system suitable for you?

Please rank the 3 attributes below from most important to least important:

3rd most important

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Gives a dry feel	65	67	65	64	66	66	66	67	65	63
Hygienic	5	8	5	3	8	6	4	8	3	3
Fast drying / Quick	30	26	30	32	26	28	31	25	32	35
Total	100	100	100	100	100	100	100	100	100	100

51 What would make a hand drying system unacceptable?

Question: What would make a hand drying system unacceptable for you?

Please tick off which 3 out of the attributes below would have the most negative effect on your feelings towards a hand drying system?

Most negative

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Unclean device	29	27	28	30	28	31	29	26	27	31
Noisy device	1	1	2	1	2	2	1	1	1	0
Not-dry feeling	3	4	3	3	4	3	3	3	3	1
Reusable	3	5	2	3	3	2	3	6	3	2
Creates queues (waiting before you can dry your hands)	3	4	3	3	7	3	4	2	2	3
Towel used by others	50	44	51	51	37	44	48	48	56	56
Slow drying	11	16	11	10	20	16	11	13	7	7
Total	100	100	100	100	100	100	100	100	100	100

52 What would make a hand drying system unacceptable?

Question: What would make a hand drying system unacceptable for you?

Please tick off which 3 out of the attributes below would have the most negative effect on your feelings towards a hand drying system?

2nd most negative

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Unclean device	30	26	31	30	18	27	30	30	35	30
Noisy device	4	4	4	4	4	5	4	4	4	5
Not-dry feeling	8	10	7	8	10	7	8	10	7	8
Reusable	10	10	9	11	10	8	10	10	9	12
Creates queues (waiting before you can dry your hands)	14	15	13	15	15	15	16	14	11	14
Towel used by others	22	21	23	20	26	24	20	18	22	20
Slow drying	13	14	13	12	17	15	13	13	12	11
Total	100	100	100	100	100	100	100	100	100	100

53 What would make a hand drying system unacceptable?

Question: What would make a hand drying system unacceptable for you?

Please tick off which 3 out of the attributes below would have the most negative effect on your feelings towards a hand drying system?

3rd most negative

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Unclean device	18	21	15	19	24	16	19	20	13	18
Noisy device	10	13	11	8	15	11	8	12	11	9
Not-dry feeling	13	12	12	14	10	13	14	13	12	13
Reusable	12	9	12	14	9	11	12	8	12	15
Creates queues (waiting before you can dry your hands)	20	18	20	20	12	19	18	21	21	23
Towel used by others	8	7	9	8	7	9	10	7	8	5
Slow drying	20	20	22	18	22	21	19	18	23	17
Total	100	100	100	100	100	100	100	100	100	100

54 Which system is the most hygienic?

Question: When drying your hands, which system do you find most hygienic? Please rank the three systems below

Most hygienic

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Pull Down Textile Roll	3	3	3	3	5	4	3	2	3	4
Hot Air Dryer	44	42	41	48	41	46	55	42	36	38
Tissue / Paper hand towel	53	55	56	49	54	50	42	55	61	58
Total	100	100	100	100	100	100	100	100	100	100

55 Which system is the most hygienic?

Question: When drying your hands, which system do you find most hygienic? Please rank the three systems below

2nd most hygienic

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Pull Down Textile Roll	18	17	18	17	15	17	17	17	19	18
Hot Air Dryer	40	44	41	37	46	38	32	42	43	45
Tissue / Paper hand towel	43	40	41	46	39	45	51	40	37	37
Total	100	100	100	100	100	100	100	100	100	100

56 Which system is the most hygienic?

Question: When drying your hands, which system do you find most hygienic? Please rank the three systems below

3rd most hygienic

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Pull Down Textile Roll	79	80	78	79	80	79	80	80	77	78
Hot Air Dryer	16	15	18	15	13	16	13	15	20	17
Tissue / Paper hand towel	5	5	3	6	7	5	7	4	2	5
Total	100	100	100	100	100	100	100	100	100	100

57 Which system dries your hands the fastest?

Question: When drying your hands, which system do you find that dries your hands the fastest? (select one)

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Tissue / Paper hand towel	68	68	70	66	64	63	60	70	75	74
Hot Air Dryer	14	13	13	14	17	17	16	11	10	13
Pull Down Textile Roll	19	19	17	20	19	20	24	19	15	13
Total	100	100	100	100	100	100	100	100	100	100

58 Which system gives you the driest feeling?

Question: When drying your hands, which system gives you the driest feeling? (select one)

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Tissue / Paper hand towel	51	50	53	50	44	48	44	54	58	58
Hot Air Dryer	30	34	30	29	38	37	33	32	24	23
Pull Down Textile Roll	18	16	17	21	18	15	23	15	18	19
Total	100	100	100	100	100	100	100	100	100	100

59 Which system do you like the most overall?

Question: When drying your hands, which system do you like the most overall? Please rank

Best

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Pull Down Textile Roll	10	10	9	10	12	10	10	9	8	9
Hot Air Dryer	28	26	26	30	24	32	36	28	19	23
Tissue / Paper hand towel	63	63	65	60	64	58	55	63	72	68
Total	100	100	100	100	100	100	100	100	100	100

60 Which system do you like the most overall?

Question: When drying your hands, which system do you like the most overall? Please rank

2nd best

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Pull Down Textile Roll	28	29	28	27	21	25	26	34	31	27
Hot Air Dryer	42	42	43	40	52	40	37	37	45	46
Tissue / Paper hand towel	30	28	29	33	27	34	37	29	24	28
Total	100	100	100	100	100	100	100	100	100	100

61 Which system do you like the most overall?

Question: When drying your hands, which system do you like the most overall? Please rank

3rd best

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Pull Down Textile Roll	63	60	63	64	66	64	64	57	61	64
Hot Air Dryer	31	31	32	29	24	27	28	35	35	32
Tissue / Paper hand towel	7	8	6	7	9	8	9	8	4	4
Total	100	100	100	100	100	100	100	100	100	100

62 Which system would you prefer your children to use in school?

Question: Which system would you prefer your children (or other children) to use in school? Please rank

1st choice

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Pull Down Textile Roll	11	16	10	8	13	12	8	18	9	7
Hot Air Dryer	29	25	26	35	31	30	38	22	22	29
Tissue / Paper hand towel	60	58	64	58	55	58	54	60	69	64
Total	100	100	100	100	100	100	100	100	100	100

63 Which system would you prefer your children to use in school?

Question: Which system would you prefer your children (or other children) to use in school? Please rank
2nd choice

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Pull Down Textile Roll	26	22	26	28	23	22	27	22	29	28
Hot Air Dryer	45	48	47	41	46	46	38	49	47	46
Tissue / Paper hand towel	30	30	28	31	31	32	35	29	24	26
Total	100	100	100	100	100	100	100	100	100	100

64 Which system would you prefer your children to use in school?

Question: Which system would you prefer your children (or other children) to use in school? Please rank

3rd choice

	Total n=2000 %	18 to 24 years n=397 %	25 to 44 years n=803 %	46 to 65 years n=800 %	Male 18 to 24 n=137 %	Male 25 to 44 n=377 %	Male 46 to 65 n=480 %	Female 18 to 24 n=260 %	Female 25 to 44 n=426 %	Female 46 to 65 n=320 %
Pull Down Textile Roll	64	61	64	65	64	66	64	60	62	65
Hot Air Dryer	26	27	28	24	23	24	24	29	31	25
Tissue / Paper hand towel	10	12	8	11	13	10	12	11	7	10
Total	100	100	100	100	100	100	100	100	100	100