

# Handwashing Habits

April  
2016

## Child Care Workers

*GLM 16123*

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National Online Study with Child Care Providers  
Conducted on Behalf of the American Cleaning Institute

**GREAT LAKES  
MARKETING  
RESEARCH** 

# Methodology

- 100 child care workers completed an opt-in online survey.
- The sample was drawn from across the United States.
- All of the respondents work for a child care center, preschool, or nursery school.
- The sample was provided from a nationally known online panel vendor.

# Respondent Profile

- The survey participants are employed by a variety of child care facilities:
  - Private day care center/preschool (66%)
  - Faith-based or church day care center/preschool (13%)
  - In-home care (9%)
  - Child care center on a university campus (7%)
  - Non-profit or publically funded (5%)
- 92% of the respondents care for children who are still using diapers.
- 68% of the respondents work full-time (eight or more hours per day).

# Most child care workers use liquid soap

While you are at the child care center, what type of cleansing products do you use to clean your hands?

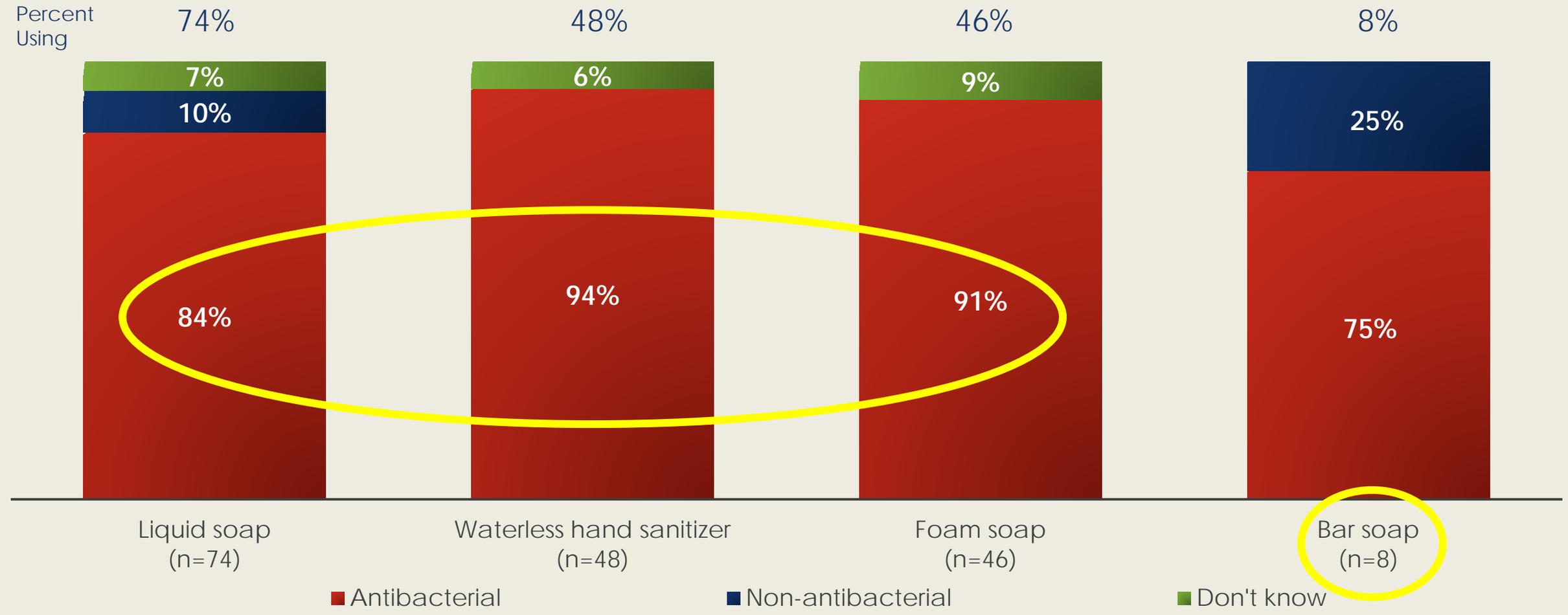


n=100

Aided; respondents were allowed multiple responses.

# Most use antibacterial products

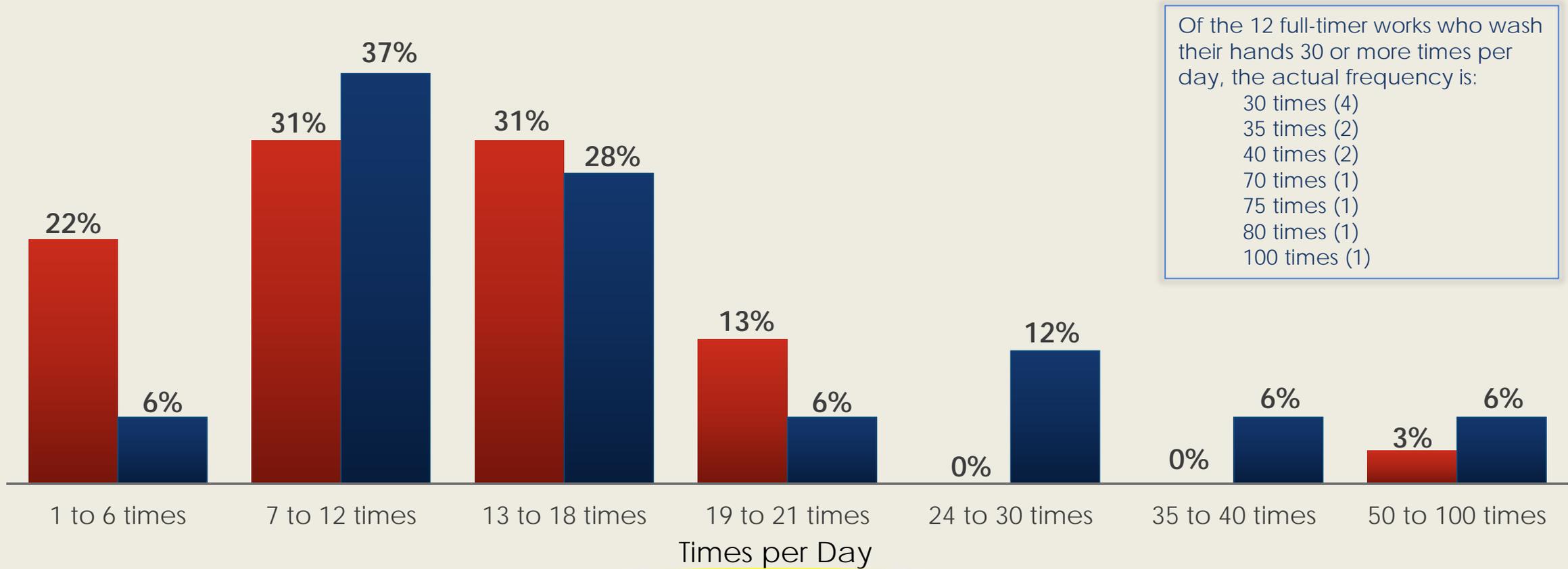
*Is the hand cleaner you use while working at the child care center antibacterial or non-antibacterial?*





# Handwashing occurs multiple times per day

About how many times do you clean your hands during the day? This could include using any forms of soap or waterless hand sanitizer.



Of the 12 full-timer works who wash their hands 30 or more times per day, the actual frequency is:

- 30 times (4)
- 35 times (2)
- 40 times (2)
- 70 times (1)
- 75 times (1)
- 80 times (1)
- 100 times (1)

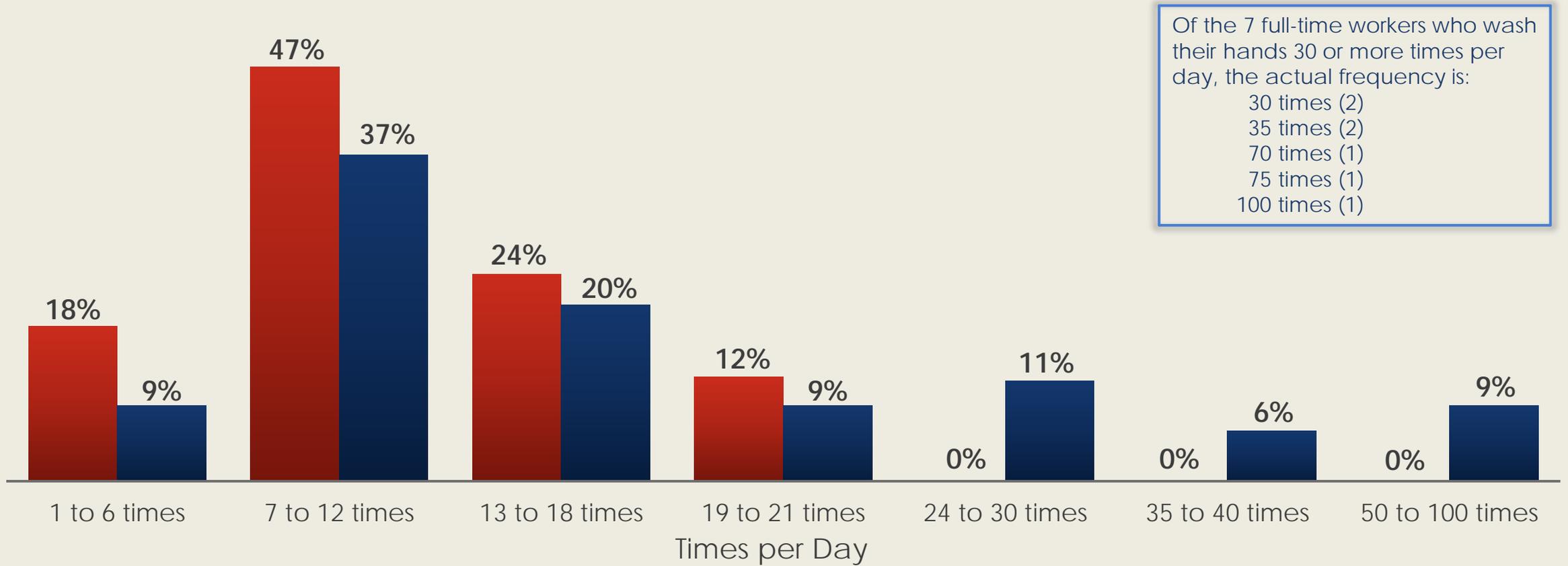
■ Part-time workers (n=32)    ■ Full-time workers (n=68)

Part-time is less than 8 hours.  
Full-time is working 8 hours or more.



# Handwashing occurs multiple times per day

**INCLUDES ONLY THOSE WHO DO NOT USE HAND SANITIZER:** About how many times do you clean your hands during the day?



Of the 7 full-time workers who wash their hands 30 or more times per day, the actual frequency is:

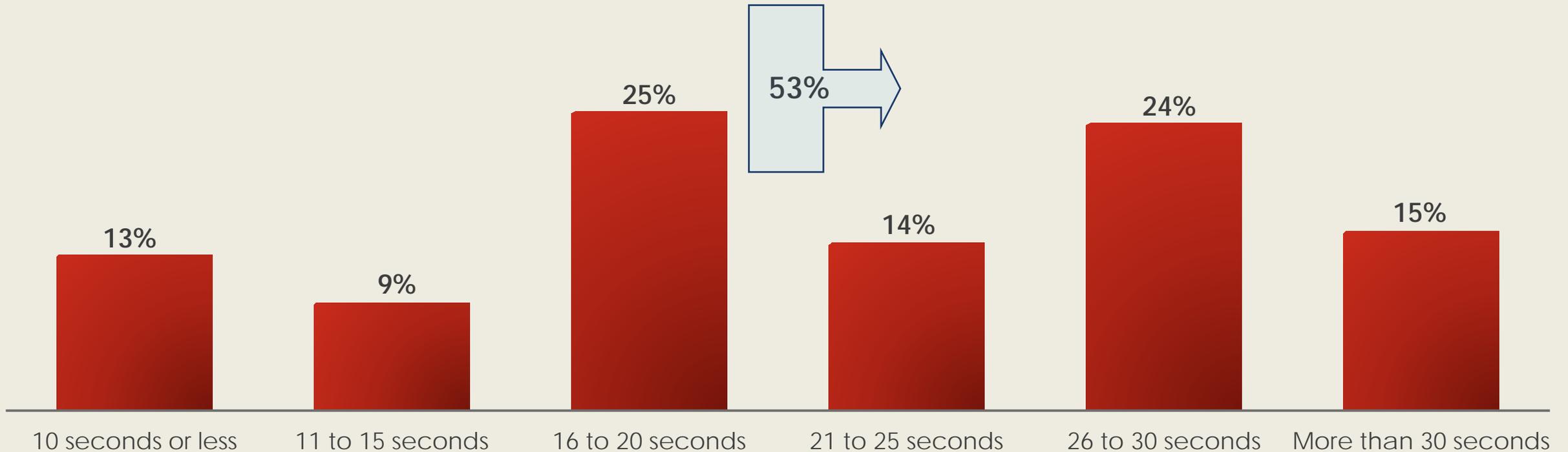
- 30 times (2)
- 35 times (2)
- 70 times (1)
- 75 times (1)
- 100 times (1)

■ Part-time workers (n=17) ■ Full-time workers (n=35)

Part-time is less than 8 hours.  
Full-time is working 8 hours or more.

# About half wash for more than 20 seconds

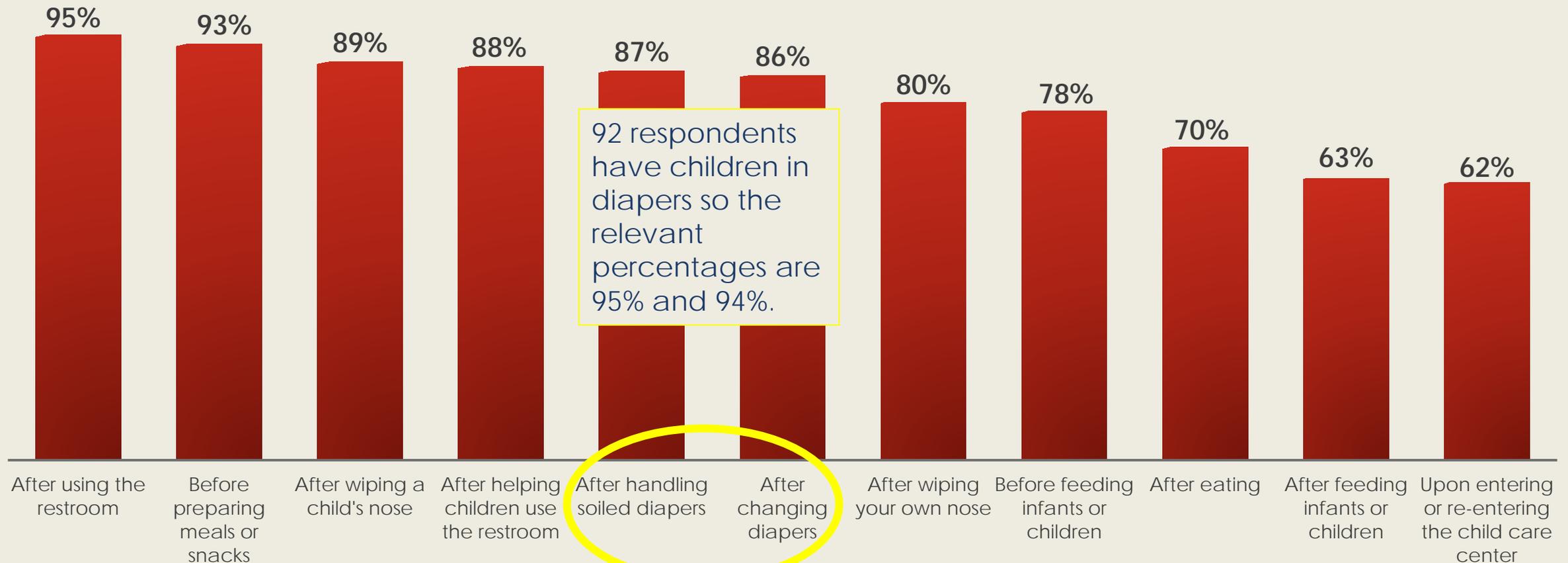
*When you use any form of soap (that requires water), about how long do you typically wash your hands, including the time you lather with the soap and rinse your hands?*



n=100

# Many events throughout the day lead to handwashing

When do you specifically make an effort to wash your hands while you are working at the child care center?



92 respondents have children in diapers so the relevant percentages are 95% and 94%.

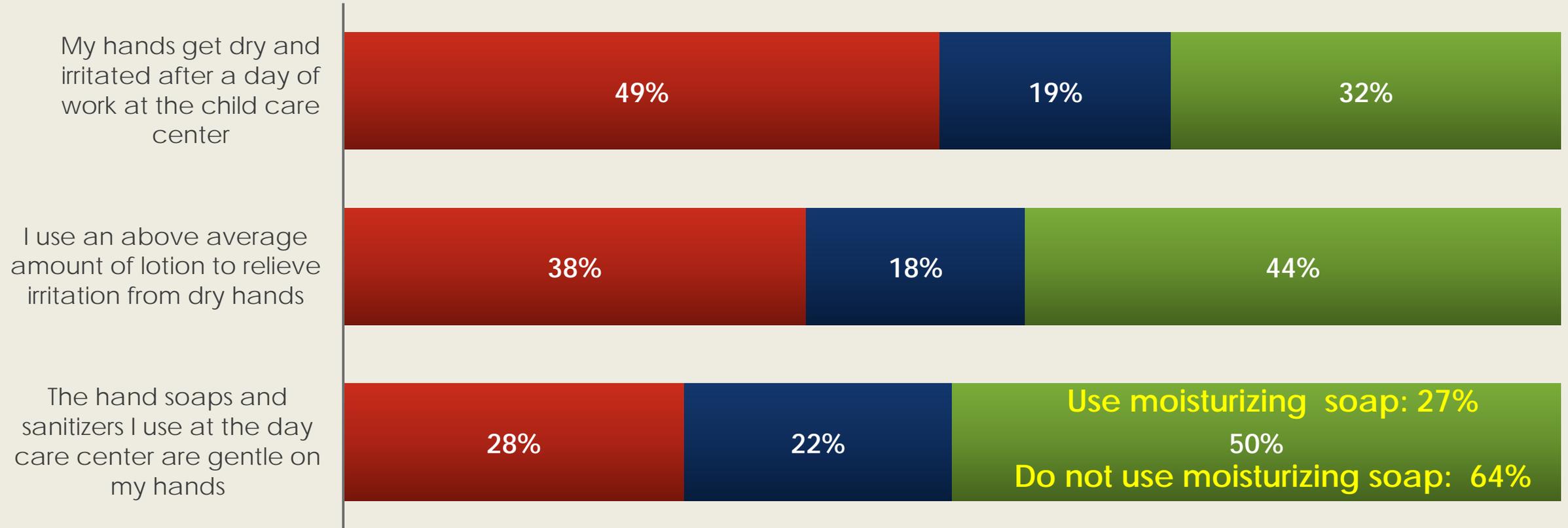
n=100

Aided; respondents were allowed multiple responses.



# About half find that frequent handwashing is an irritant

How much do you agree or disagree with the following statements? [Scale of 1-10 with 10 being strongly agree and 1 being strongly disagree]

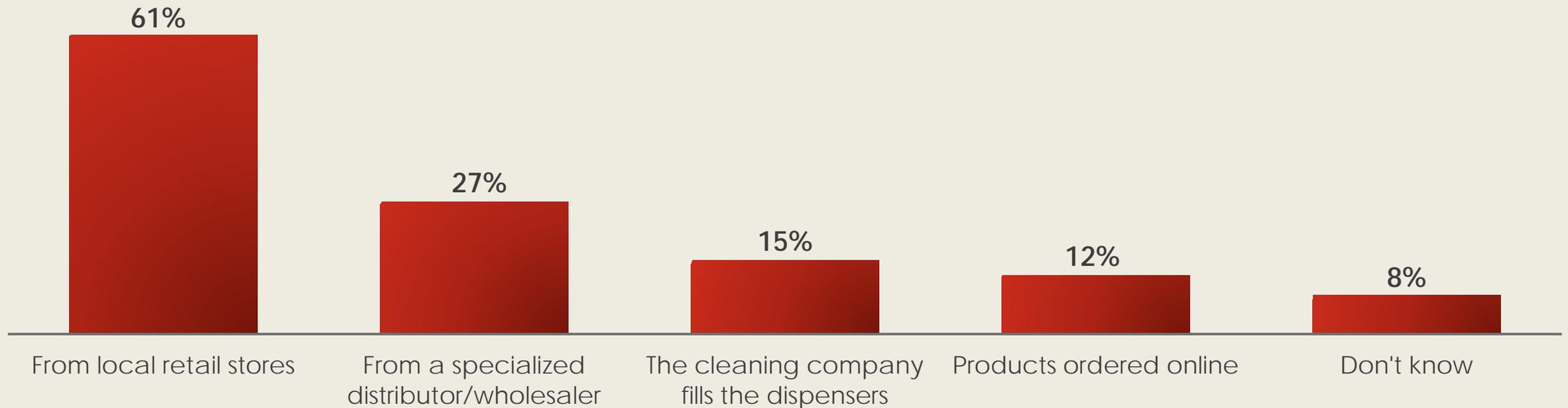


■ Strongly Agree (Ratings of 10 & 9) ■ Agree (Ratings of 8 & 7) ■ Disagree (Ratings of 6 & lower)

n=100

# Handwashing products are typically purchased from local retail stores

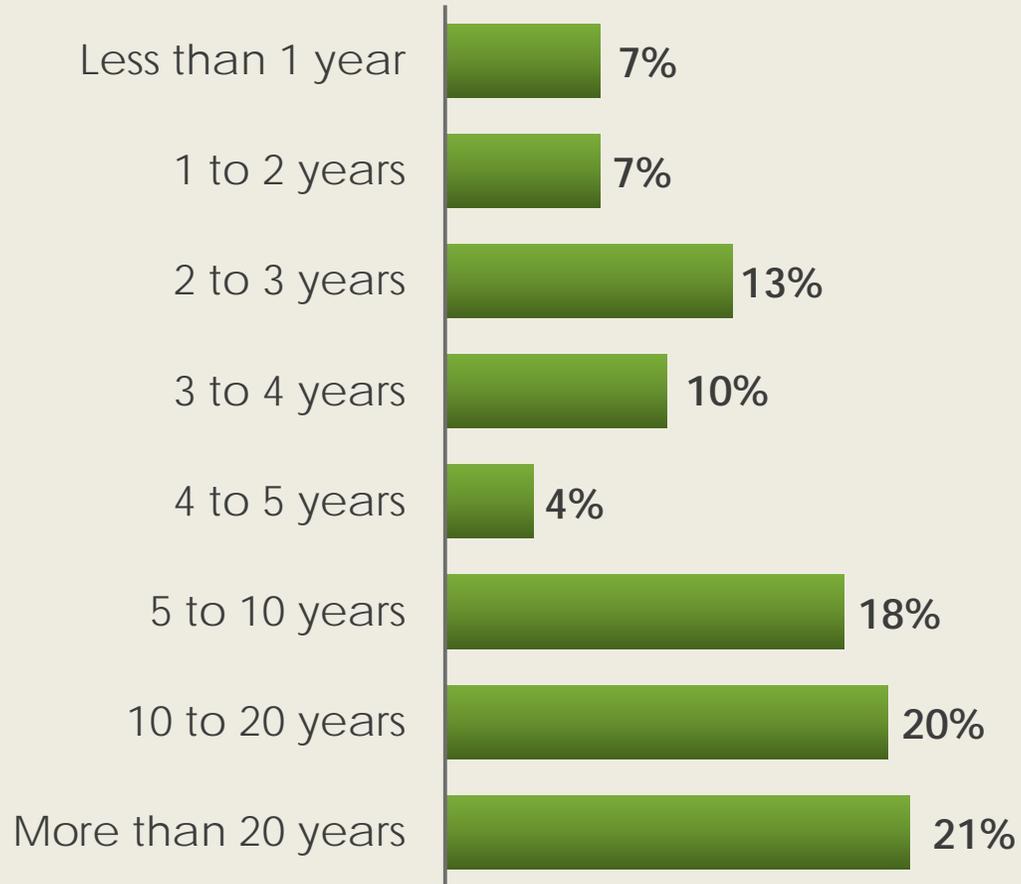
*How does your day care center obtain handwashing products?*



n=100

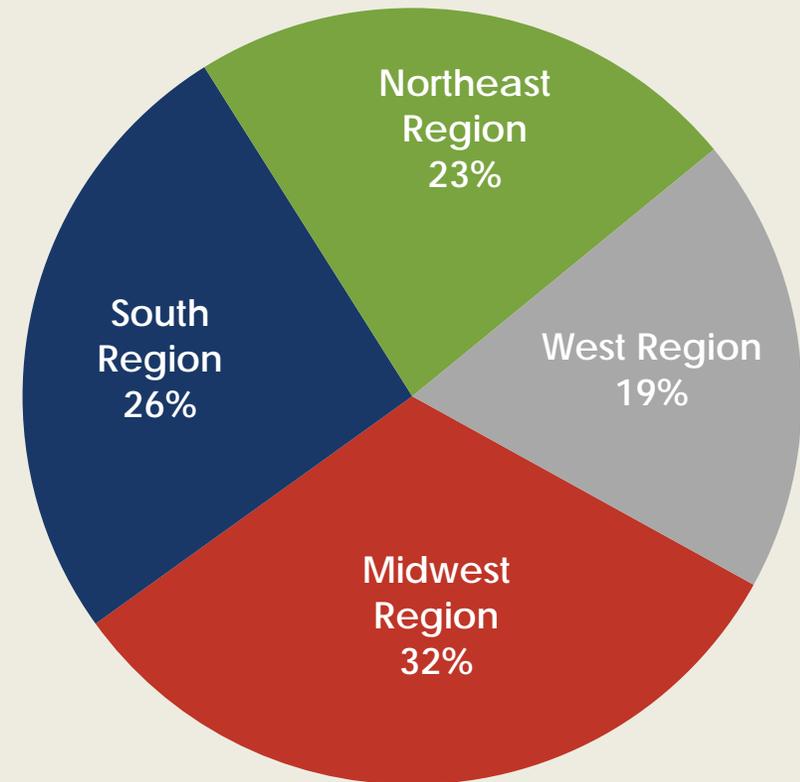
# Most have worked as a child care worker for at least 5 years

*Years as a child care worker*



n=100

*Location of day care center*



# Child care worker demographic profile

## Age

- 18 to 24 (12%)
- 25 to 34 (30%)
- 35 to 44 (19%)
- 45 to 54 (23%)
- 55 to 64 (13%)
- 65+ (3%)

## Gender

- Male (2%)
- Female (98%)

## Ethnicity

- Caucasian (73%)
- African American (16%)
- Hispanic/Latino (6%)
- Asian (1%)
- American Indian/Alaska Native (1%)
- Other (3%)

## Education

- High school (19%)
- Some college (28%)
- Associate's degree (24%)
- Bachelor's degree (25%)
- Master's degree (3%)
- Doctoral/professional degree (1%)