

Clean Hands Survey

Submitted to:

The Dial Corporation

Submitted by:

Zogby International

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I. Methodology and Sample Characteristics

Methodology

Methodology

These polls were conducted by Zogby International. Online polls were conducted by the company's Zogby Interactive unit.

Zogby has assembled a database of individuals who have registered to take part in online polls through solicitations on the company's Web site as well as other Web sites that span the political spectrum. Individuals who registered were asked to provide personal information such as home state, age and political party to Zogby, which in turn examined that data and contacted individuals by telephone to confirm that it was valid.

To solicit participation, Zogby sent e-mails to individuals who had asked to join its online-polling database, inviting them to complete an interactive poll. Many individuals who have participated in Zogby's telephone surveys also have submitted e-mail addresses so they may take part in online polls.

Weights are applied to ensure that the selection of participants accurately reflects characteristics of the population, including age, race and gender.

We created an index by combining and averaging all answers on the scale questions (Q2-Q11) for each DMA. This generated a value between 1.00 (cleanest) and 4.00 (least clean) for each DMA. (Not sure/Not applicable responses were kept out of the index so the scale would involve only 1 through 4.)

It is notable that we gave equal importance to each question rather than arbitrarily deciding which question may determine "cleanliness" more than another.

Questions were in the following format for the scale:

Always, Mostly, Sometimes, Never

New York DMA	Jul 20 - Aug 6 n=1980 - MOE +/- 2.2 pct pts
Los Angeles DMA	Jul 20 - Aug 6 n=1342 - MOE +/- 2.7 pct pts
Chicago DMA	Jul 20 - Aug 6 n=729 - MOE +/- 3.6 pct pts
Philadelphia DMA	Jul 20 - Aug 6 n=1053 - MOE +/- 3.0 pct pts
Boston (Manchester) DMA	Jul 20 - Aug 6 n=1031 - MOE +/- 3.1 pct pts
San Francisco-Oak-San Jose DMA	Jul 20 - Aug 6 n=720 - MOE +/- 3.7 pct pts
Dallas-Ft. Worth DMA	Jul 20 - Aug 6 n=699 - MOE +/- 3.8 pct pts
Washington, DC (HGRSTWN) DMA	Jul 20 - Aug 6 n=936 - MOE +/- 3.2 pct pts
Atlanta DMA	Jul 20 - Aug 6 n=677 - MOE +/- 3.8 pct pts
Houston DMA	Jul 20 - Aug 6 n=576 - MOE +/- 4.1 pct pts
Detroit DMA	Jul 20 - Aug 6 n=580 - MOE +/- 4.1 pct pts

Tampa-St. Pete (Sarasota) DMA	Jul 20 - Aug 6 n=835 - MOE +/- 3.4 pct pts
Seattle-Tacoma DMA	Jul 20 - Aug 6 n=1042 - MOE +/- 3.0 pct pts
Phoenix DMA	Jul 20 - Aug 6 n=600 - MOE +/- 4.0 pct pts
Minneapolis-St. Paul DMA	Jul 20 - Aug 6 n=668 - MOE +/- 3.8 pct pts
Cleveland-Akron (Canton) DMA	Jul 20 - Aug 6 n=518 - MOE +/- 4.3 pct pts
Miami-Ft. Lauderdale DMA	Jul 20 - Aug 6 n=418 - MOE +/- 4.8 pct pts
Denver DMA	Jul 20 - Aug 6 n=524 - MOE +/- 4.3 pct pts
Sacramento-STKTON-Modesto DMA	Jul 20 - Aug 6 n=414 - MOE +/- 4.8 pct pts
Orlando-Daytona Beach-Melbourne DMA	Jul 20 - Aug 6 n=625 - MOE +/- 3.9 pct pts
Baltimore DMA	Jul 20 - Aug 6 n=452 - MOE +/- 4.6 pct pts
Indianapolis DMA	Jul 20 - Aug 6 n=423 - MOE +/- 4.8 pct pts
Pittsburgh DMA	Jul 20 - Aug 6 n=464 - MOE +/- 4.6 pct pts
Portland, OR DMA	Jul 20 - Aug 6 n=693 - MOE +/- 3.7 pct pts
St. Louis DMA	Jul 20 - Aug 6 n=448 - MOE +/- 4.6 pct pts

II. Executive Summary

This is a survey regarding the frequency and effectiveness of hand washing habits of Americans living in the top 25 DMAs (Designated Market Areas) in the United States. In order to determine the best hand hygiene practices, respondents were asked a series of questions relating to hand washing frequency and thoroughness. These questions were taken from information available on the CDC website. There are 11 questions, and questions 2-11 have been given equal weight; all answers for questions 2-11 (with the exception of never and not sure) have been combined and averaged.

Majorities in every DMA are aware that hand washing is one of the most important steps we can take to avoid getting sick and spreading germs to others. Interestingly though, when asked about particular practices, such as hand washing prior to preparing food, taking out the trash, or after blowing ones nose, the numbers are not quite so high.

The average among the DMAs, for those who replied “always”, is 74% when respondents are asked how often they wash their hands after using the restroom, a respectable result when compared to the DMA average of 28% of respondents who always wash their hands before eating meals and snacks. An average of 74% in the DMAs overall always wash their hands before preparing food, but just 34% always wash their hands after touching an animal such as a pet. Seventy percent always use soap when washing their hands but just 16% always wash their hands after coming in contact with a public surface such as doorknobs and elevator buttons. And while an average of 85% in the DMAs always wash their hands when they notice they are dirty, a mere average of 19% in the overall total DMAs always wash their hands after blowing their nose. Which, given that cold and flu season is soon to be upon us, is certainly something to think about.

The DMA average of respondents who always take the time to wash their hands for at least 20 seconds is 25%. An average of 43% across the DMAs always wash their hands after taking out the garbage.

Respondents are aware that frequent, thorough hand washing is good practice, but knowing it and putting it to use appear to be two different things.

III. Summary

The tables that follow are in order from the highest scoring to the lowest scoring DMA surveyed. It should be noted that the differences are minimal from DMA to DMA, ranging from a high score of 1.7227 to a low of 1.9235 on a scale of 1 to 4, with 1 being the best score and 4 being the worst. The overall midpoint is 1.8235.

	Rank Overall	Mean
Miami-Ft. Lauderdale	1	1.7227
Los Angeles	2	1.7273
Sacramnto-Stkton-Modesto	3	1.7301
Houston	4	1.7396
Chicago	5	1.7425
Dallas-Ft. Worth	6	1.7537
Baltimore	7	1.7627
Tampa-St. Pete (Sarasota)	8	1.7806
Orlando-Daytona Bch-Melbrn	9	1.7933
San Fran.-Oak-San Jose	10	1.8003
Cleveland-Akron (Canton)	11	1.8139
Indianapolis	12	1.8143
Phoenix	13	1.8144
Detroit	14	1.8212
Washington, DC (Hagrstwn)	15	1.8213
Atlanta	16	1.8320
New York	17	1.8475
Pittsburgh	18	1.8691
Seattle-Tacoma	19	1.8701
Minneapolis-St. Paul	20	1.8788
Boston (Manchester)	21	1.8945
St. Louis	22	1.8959
Philadelphia	23	1.9023
Portland, Or	24	1.9157
Denver	25	1.9235

1. According to the Centers for Disease Control which of the following is one of the most important steps we can take to avoid getting sick and spreading germs to others?

Table 1. Most Important Steps

DMA Rank Overall		Hand washing*	Rank for Hand washing
	DMA Average	88	
12	Indianapolis	94	1
19	Seattle-Tacoma	94	1
6	Dallas-Ft. Worth	92	2
16	Atlanta	92	2
20	Minneapolis-St. Paul	92	2
22	St. Louis	92	2
4	Houston	91	3
24	Portland, Or	91	3
9	Orlando-Daytona Bch-Melbrn	90	4
10	San Fran.-Oak-San Jose	90	4
11	Cleveland-Akron (Canton)	90	4
13	Phoenix	90	4
1	Miami-Ft. Lauderdale	89	5
15	Washington, DC (Hagrstwn)	89	5
18	Pittsburgh	89	5
21	Boston (Manchester)	89	5
25	Denver	89	5
3	Sacramnto-Stkton-Modesto	87	6
5	Chicago	87	6
7	Baltimore	87	6
14	Detroit	86	7
23	Philadelphia	86	7
2	Los Angeles	84	8
17	New York	84	8
8	Tampa-St. Pete (Sarasota)	82	9

Line denotes DMA average

* Represents the percentage of respondents who chose “regular hand washing” from a list of options.

2. How often do you wash your hands after you use the restroom?

2. Hand Washing After Rest Room

DMA Rank Overall		% Always	Rank for Always	% Mostly	% Sometimes	% Never
	DMA Average	74		20	3	0
2	Los Angeles	82	1	16	3	0
9	Orlando-Daytona Bch-Melbrn	80	2	20	4	0
1	Miami-Ft. Lauderdale	78	3	23	7	0
7	Baltimore	77	4	22	4	0
10	San Francisco-Oak-San Jose	77	4	22	4	0
3	Sacramnto-Stkton-Modesto	76	5	18	5	--
20	Minneapolis-St. Paul	76	5	20	5	1
21	Boston (Manchester)	76	5	17	3	--
22	St. Louis	76	5	20	3	0
5	Chicago	75	6	22	5	0
16	Atlanta	75	6	25	4	--
6	Dallas-Ft. Worth	74	7	25	4	0
8	Tampa-St. Pete (Sarasota)	74	7	25	4	0
23	Philadelphia	74	7	25	3	--
11	Cleveland-Akron (Canton)	73	8	20	4	1
19	Seattle-Tacoma	73	8	21	7	0
12	Indianapolis	72	9	23	7	--
15	Washington, DC (Hagrstwn)	72	9	21	6	1
17	New York	72	9	19	5	0
4	Houston	71	10	19	4	0
13	Phoenix	71	10	18	5	0
14	Detroit	69	11	22	4	0
18	Pittsburgh	69	11	31	5	0
25	Denver	69	11	25	5	1
24	Portland, Or	63	12	32	5	--

* Line denotes average for rank of always for this question

3. How often do you wash your hands before eating meals and snacks?

Table 3. Frequency of Washing Hands Before Eating

DMA Rank Overall		Always	Rank for Always	Mostly	Sometimes	Never
	DMA Average	28				
5	Chicago	38	1	32	28	3
6	Dallas-Ft. Worth	37	2	42	19	2
16	Atlanta	35	3	47	14	4
1	Miami-Ft. Lauderdale	34	4	42	22	2
10	San Francisco-Oak-San Jose	34	4	40	24	2
4	Houston	32	5	50	15	3
8	Tampa-St. Pete (Sarasota)	32	5	37	30	2
3	Sacramnto-Stkton-Modesto	30	6	47	21	1
11	Cleveland-Akron (Canton)	30	6	41	27	2
13	Phoenix	30	6	43	22	4
14	Detroit	29	7	42	25	--
15	Washington, DC (Hagrstwn)	29	7	41	28	3
18	Pittsburgh	29	7	39	29	3
2	Los Angeles	28	8	51	20	1
20	Minneapolis-St. Paul	26	9	41	30	3
24	Portland, Or	26	9	37	34	3
25	Denver	26	9	46	26	1
9	Orlando-Daytona Bch-Melbrn	25	10	56	17	3
17	New York	25	10	43	25	8
23	Philadelphia	25	10	38	32	5
7	Baltimore	24	11	51	21	4
12	Indianapolis	24	11	48	27	2
21	Boston (Manchester)	24	11	45	28	3
19	Seattle-Tacoma	23	12	41	32	4
22	St. Louis	20	13	46	30	3

* Line denotes average for rank of always for this question

4. How often do you wash your hands before preparing food?

Table 4. Frequency of Washing Hands before Preparing Food

DMA Rank Overall		Always	Rank for Always	Mostly	Sometimes	Never
	DMA Average	74				
4	Houston	82	1	11	5	3
6	Dallas-Ft. Worth	81	2	15	4	0
13	Phoenix	81	2	14	4	0
3	Sacramnto-Stkton-Modesto	80	3	15	5	0
10	San Francisco-Oak-San Jose	79	4	17	3	1
11	Cleveland-Akron (Canton)	79	4	16	5	1
7	Baltimore	78	5	13	8	1
9	Orlando-Daytona Bch-Melbrn	78	5	13	6	2
14	Detroit	78	5	17	5	--
1	Miami-Ft. Lauderdale	77	6	13	8	0
2	Los Angeles	76	7	19	5	0
8	Tampa-St. Pete (Sarasota)	76	7	16	7	--
12	Indianapolis	76	7	18	6	0
5	Chicago	75	8	15	10	0
16	Atlanta	75	8	21	4	1
17	New York	74	9	18	6	3
20	Minneapolis-St. Paul	73	10	21	6	0
18	Pittsburgh	72	11	18	10	--
22	St. Louis	72	11	20	5	2
19	Seattle-Tacoma	71	12	21	7	1
21	Boston (Manchester)	70	13	22	6	1
25	Denver	70	13	24	6	0
15	Washington, DC (Hagrstwn)	68	14	25	4	0
23	Philadelphia	68	14	21	10	1
24	Portland, Or	65	15	26	8	0

* Line denotes average for rank of always for this question

5. How often do you wash your hands after touching an animal such as a pet?

Table 5. Frequency of Washing Hands after Touching an Animal

DMA Rank Overall		Always	Rank by Always	Mostly	Sometimes	Never
	DMA Average	34				
5	Chicago	43	1	23	23	9
2	Los Angeles	42	2	26	27	4
1	Miami-Ft. Lauderdale	41	3	25	26	6
4	Houston	40	4	22	32	4
8	Tampa-St. Pete (Sarasota)	39	5	23	32	5
17	New York	39	5	24	26	9
9	Orlando-Daytona Bch-Melbrn	38	6	19	33	6
14	Detroit	38	6	23	28	8
6	Dallas-Ft. Worth	37	7	22	36	4
7	Baltimore	36	8	29	28	6
15	Washington, DC (Hagrstwn)	36	8	30	28	4
22	St. Louis	36	8	22	31	9
12	Indianapolis	34	9	28	32	5
11	Cleveland-Akron (Canton)	32	10	23	33	8
16	Atlanta	32	10	32	26	9
20	Minneapolis-St. Paul	32	10	22	37	6
13	Phoenix	29	11	31	31	5
3	Sacramnto-Stkton-Modesto	28	12	36	29	6
10	San Francisco-Oak-San Jose	28	12	35	31	5
19	Seattle-Tacoma	28	12	28	37	5
23	Philadelphia	28	12	22	41	9
24	Portland, Or	27	13	25	42	5
21	Boston (Manchester)	25	14	25	40	7
18	Pittsburgh	23	15	33	39	4
25	Denver	23	15	28	42	7

* Line denotes average for rank of always for this question

6. How often do you use soap when you wash your hands?

Table 6. Frequency of Using Soap

DMA Rank Overall		Always	Rank by Always	Mostly	Sometimes	Never	Not Sure
	DMA Average	70					
4	Houston	84	1	15	2	--	--
1	Miami-Ft. Lauderdale	80	2	17	2	0	0
2	Los Angeles	80	2	18	2	0	--
3	Sacramnto-Stkton-Modesto	79	3	20	2	--	--
6	Dallas-Ft. Worth	77	4	20	3	--	--
5	Chicago	75	5	17	9	0	--
9	Orlando-Daytona Bch-Melbrn	75	5	23	3	--	--
12	Indianapolis	75	5	23	2	--	--
13	Phoenix	75	5	19	5	--	0
14	Detroit	75	5	22	3	--	0
8	Tampa-St. Pete (Sarasota)	74	6	24	2	0	--
11	Cleveland-Akron (Canton)	73	7	23	4	--	--
18	Pittsburgh	73	7	21	6	0	--
19	Seattle-Tacoma	71	8	26	3	0	0
25	Denver	71	8	26	4	0	--
20	Minneapolis-St. Paul	69	9	26	5	0	--
7	Baltimore	67	10	29	4	--	0
21	Boston (Manchester)	67	10	29	4	0	--
23	Philadelphia	67	10	27	5	0	0
10	San Francisco-Oak-San Jose	66	11	30	5	--	--
17	New York	66	11	29	5	0	0
22	St. Louis	64	12	32	5	--	--
24	Portland, Or	63	13	31	6	0	0
16	Atlanta	62	14	36	1	--	--
15	Washington, DC (Hagrstwn)	56	15	40	4	0	--

* Line denotes average for rank of always for this question

7. How often do you wash your hands after being in contact with public surfaces (for example, doorknobs, money, elevator buttons, etc.)?

Table 7. Frequency of Washing Hands after Contact w/Public Surfaces

DMA Rank Overall		Always	Rank for Always	Mostly	Sometimes	Never
	DMA Average	16				
1	Miami-Ft. Lauderdale	24	1	24	41	11
2	Los Angeles	23	2	27	38	8
5	Chicago	22	3	30	35	13
7	Baltimore	20	4	22	43	15
11	Cleveland-Akron (Canton)	20	4	23	41	15
4	Houston	18	5	27	41	14
6	Dallas-Ft. Worth	18	5	29	43	11
13	Phoenix	18	5	28	42	11
15	Washington, DC (Hagrstwn)	18	5	24	45	11
3	Sacramnto-Stkton-Modesto	17	6	27	46	7
10	San Francisco-Oak-San Jose	17	6	29	38	16
9	Orlando-Daytona Bch-Melbrn	15	7	42	33	10
17	New York	15	7	29	42	13
14	Detroit	14	8	21	50	14
20	Minneapolis-St. Paul	14	8	26	44	15
21	Boston (Manchester)	14	8	23	46	16
25	Denver	14	8	26	42	18
24	Portland, Or	13	9	25	47	14
18	Pittsburgh	12	10	25	49	13
19	Seattle-Tacoma	12	10	29	45	13
22	St. Louis	12	10	22	50	15
23	Philadelphia	12	10	28	45	14
8	Tampa-St. Pete (Sarasota)	11	11	34	39	15
12	Indianapolis	11	11	29	48	12
16	Atlanta	9	12	24	53	14

* Line denotes average for rank of always for this question

8. How often do you wash your hands when you notice that they are dirty?

Table 8. Frequency of Washing Hands when Dirty

DMA Rank Overall		Always	Rank for Always	Mostly	Sometimes	Never
	DMA Average	85				
8	Tampa-St. Pete (Sarasota)	90	1	9	1	--
6	Dallas-Ft. Worth	89	2	11	1	--
9	Orlando-Daytona Bch-Melbrn	89	2	10	1	--
1	Miami-Ft. Lauderdale	88	3	11	1	--
13	Phoenix	88	3	10	2	--
14	Detroit	88	3	11	1	--
2	Los Angeles	87	4	12	1	--
3	Sacramnto-Stkton-Modesto	87	4	10	3	--
4	Houston	87	4	8	5	--
11	Cleveland-Akron (Canton)	87	4	11	2	--
17	New York	87	4	11	1	0
10	San Francisco-Oak-San Jose	86	5	13	1	--
12	Indianapolis	86	5	13	1	--
22	St. Louis	86	5	14	1	--
23	Philadelphia	86	5	12	2	--
7	Baltimore	85	6	14	1	--
19	Seattle-Tacoma	85	6	12	3	--
5	Chicago	84	7	14	1	1
15	Washington, DC (Hagrstwn)	84	7	12	5	0
18	Pittsburgh	84	7	14	2	--
20	Minneapolis-St. Paul	84	7	15	2	--
24	Portland, Or	83	8	15	2	0
25	Denver	83	8	14	2	--
21	Boston (Manchester)	78	9	18	4	0
16	Atlanta	77	10	21	2	0

* Line denotes average for rank of always for this question

9. How often do you wash your hands after blowing your nose?

Table 9. Frequency of Washing Hands after Blowing Nose

DMA Rank Overall		Always	Rank for Always	Mostly	Sometimes	Never	Not Sure
	DMA Average	19					
1	Miami-Ft. Lauderdale	30	1	27	36	7	1
3	Sacramnto-Stkton-Modesto	27	2	39	28	5	1
8	Tampa-St. Pete (Sarasota)	26	3	31	37	6	0
14	Detroit	25	4	30	36	9	0
5	Chicago	24	5	30	30	11	6
4	Houston	23	6	36	30	9	2
6	Dallas-Ft. Worth	22	7	35	34	8	1
7	Baltimore	22	7	35	37	5	1
11	Cleveland-Akron (Canton)	22	7	28	42	8	1
13	Phoenix	22	7	39	31	7	0
2	Los Angeles	21	8	37	32	8	3
12	Indianapolis	21	8	33	36	9	1
24	Portland, Or	21	8	29	38	11	0
9	Orlando-Daytona Bch-Melbrn	19	9	34	37	9	1
16	Atlanta	19	9	39	29	12	1
18	Pittsburgh	19	9	27	45	9	1
22	St. Louis	19	9	31	40	9	1
15	Washington, DC (Hagrstwn)	17	10	32	41	6	4
25	Denver	17	10	30	42	9	0
17	New York	16	11	29	40	16	1
20	Minneapolis-St. Paul	16	11	32	43	9	1
19	Seattle-Tacoma	15	12	30	48	7	1
21	Boston (Manchester)	14	13	34	41	10	1
23	Philadelphia	14	13	30	43	13	1
10	San Francisco-Oak-San Jose	13	14	40	41	6	0

* Line denotes average for rank of always for this question

10. When you wash your hands, how often do you take the time to wash them for at least 20 seconds?

Table 10. Frequency of Washing Hands for at Least 20 Seconds

DMA Rank Overall		Always	Rank for Always	Mostly	Sometimes	Never	Not Sure
	DMA Average	25					
7	Baltimore	36	1	34	25	4	2
1	Miami-Ft. Lauderdale	32	2	34	26	4	4
5	Chicago	31	3	38	22	6	3
6	Dallas-Ft. Worth	30	4	40	19	5	6
2	Los Angeles	29	5	34	32	4	1
9	Orlando-Daytona Bch-Melbrn	29	5	35	20	5	12
3	Sacramnto-Stkton-Modesto	28	6	43	23	3	3
16	Atlanta	28	6	38	28	6	1
19	Seattle-Tacoma	28	6	38	28	3	2
4	Houston	27	7	41	24	5	3
23	Philadelphia	27	7	34	28	8	2
22	St. Louis	26	8	29	37	6	2
10	San Francisco-Oak-San Jose	25	9	40	29	4	1
12	Indianapolis	25	9	40	28	4	3
24	Portland, Or	25	9	39	30	5	2
17	New York	23	10	37	31	5	4
18	Pittsburgh	23	10	40	31	4	2
8	Tampa-St. Pete (Sarasota)	22	11	47	26	4	1
15	Washington, DC (Hagrstwn)	22	11	36	36	3	3
11	Cleveland-Akron (Canton)	21	12	44	27	6	1
13	Phoenix	21	12	46	26	5	2
21	Boston (Manchester)	21	12	37	29	12	2
14	Detroit	20	13	49	26	4	1
20	Minneapolis-St. Paul	19	14	46	29	4	1
25	Denver	18	15	43	29	6	3

* Line denotes average for rank of always for this question

11. How often do you wash your hands after taking out the garbage?

Table 11. Frequency of Washing Hands after Taking Out Garbage

DMA Rank Overall		Always	Rank for Always	Mostly	Sometimes	Never	Not Sure
	DMA Average	43					
1	Miami-Ft. Lauderdale	49	1	14	25	8	5
2	Los Angeles	48	2	11	26	11	5
7	Baltimore	48	2	21	22	7	2
10	San Francisco-Oak-San Jose	48	2	19	22	9	1
9	Orlando-Daytona Bch-Melbrn	47	3	21	21	9	2
12	Indianapolis	47	3	16	27	8	2
8	Tampa-St. Pete (Sarasota)	46	4	18	26	9	2
11	Cleveland-Akron (Canton)	46	4	15	26	10	3
6	Dallas-Ft. Worth	45	5	22	23	9	1
16	Atlanta	45	5	20	18	13	4
21	Boston (Manchester)	45	5	20	24	9	3
5	Chicago	43	6	17	19	13	7
14	Detroit	43	6	16	28	10	4
18	Pittsburgh	43	6	22	23	10	2
19	Seattle-Tacoma	43	6	16	25	13	3
24	Portland, Or	43	6	15	25	13	3
3	Sacramnto-Stkton-Modesto	42	7	28	19	9	2
4	Houston	42	7	24	21	9	4
17	New York	42	7	18	23	15	2
15	Washington, DC (Hagrstwn)	40	8	22	27	7	5
22	St. Louis	37	9	19	29	13	2
23	Philadelphia	37	9	27	24	9	3
20	Minneapolis-St. Paul	36	10	22	26	14	2

13	Phoenix	34	11	26	26	11	3
25	Denver	30	12	22	29	17	3

** Line denotes average for rank of always for this question*