

Antibacterial Soap Survey Results

December 2010

Summary

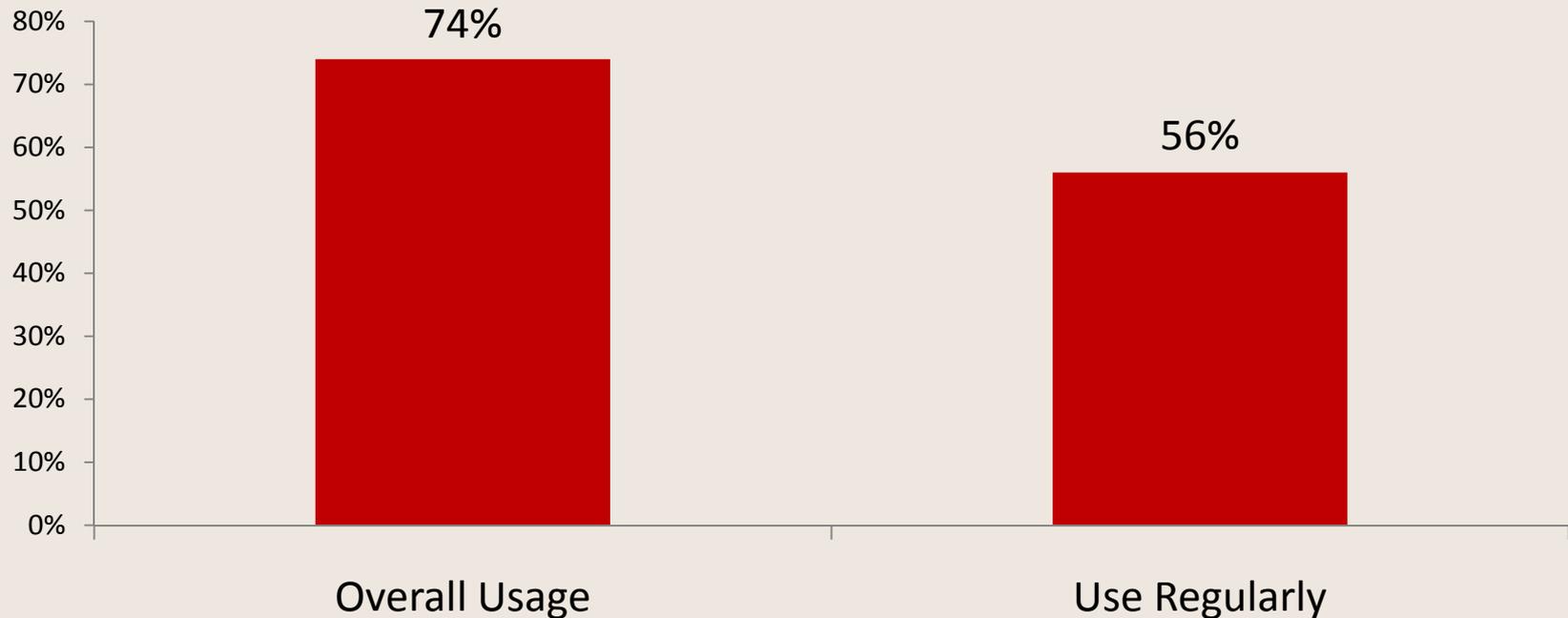
- The vast majority of Americans are using antibacterial soap, finding it a very useful tool to prevent the spread of germs:
 - *At home, health care settings, schools, public restrooms*
- Moms with children in the household are users and supporters of antibacterial soap
- 84% of adults do not have any health or environmental concerns about antibacterial soap

Summary (cont.)

- Two-thirds of consumers would be angry if the government took antibacterial soap off the market
- By an eight-to-one margin consumers would rather have the choice to buy antibacterial soap over removing it from the market based on alleged health and environment concerns

Antibacterial Soap Usage

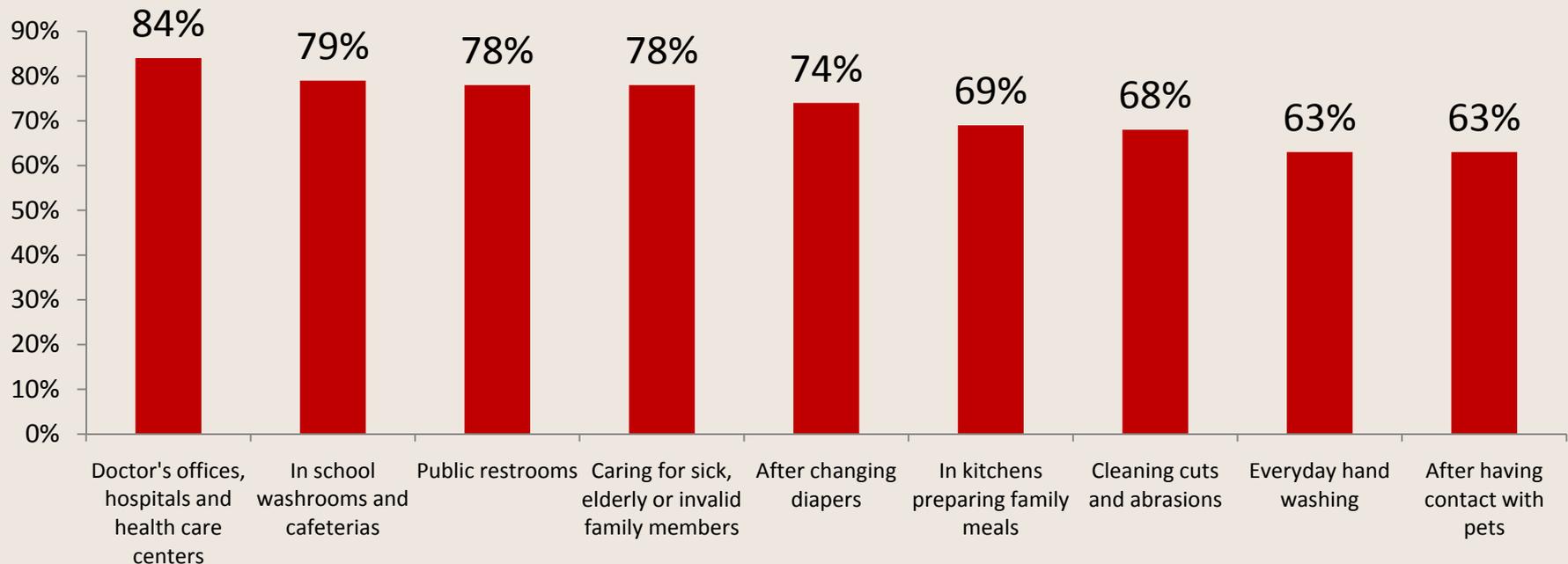
- Three out of four U.S. adults use antibacterial soap, more than half use it regularly



Q. Please tell me if you use of any of the following products: regularly, use it but not regularly, have tried it but don't currently use it, or if you have never tried it:
ANTIBACTERIAL SOAP

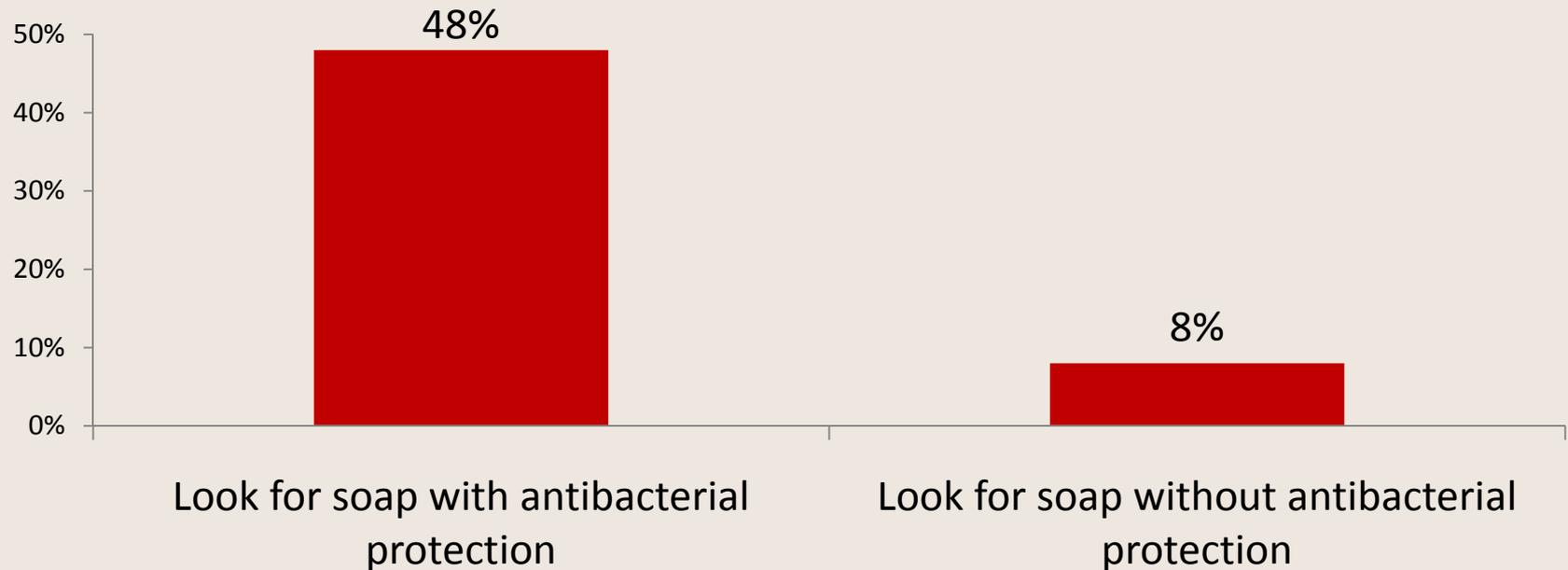
Antibacterial Soap Useful

- The vast majority of Americans see antibacterial soap as “very useful” in preventing the spread of germs in everyday settings



Q. Please tell me how useful you believe antibacterial soap is in preventing the spread of germs that cause illness for each of the following settings: Would you say it is (ROTATE 1-4, 4-1) very useful, somewhat useful, not very useful or not at all useful?

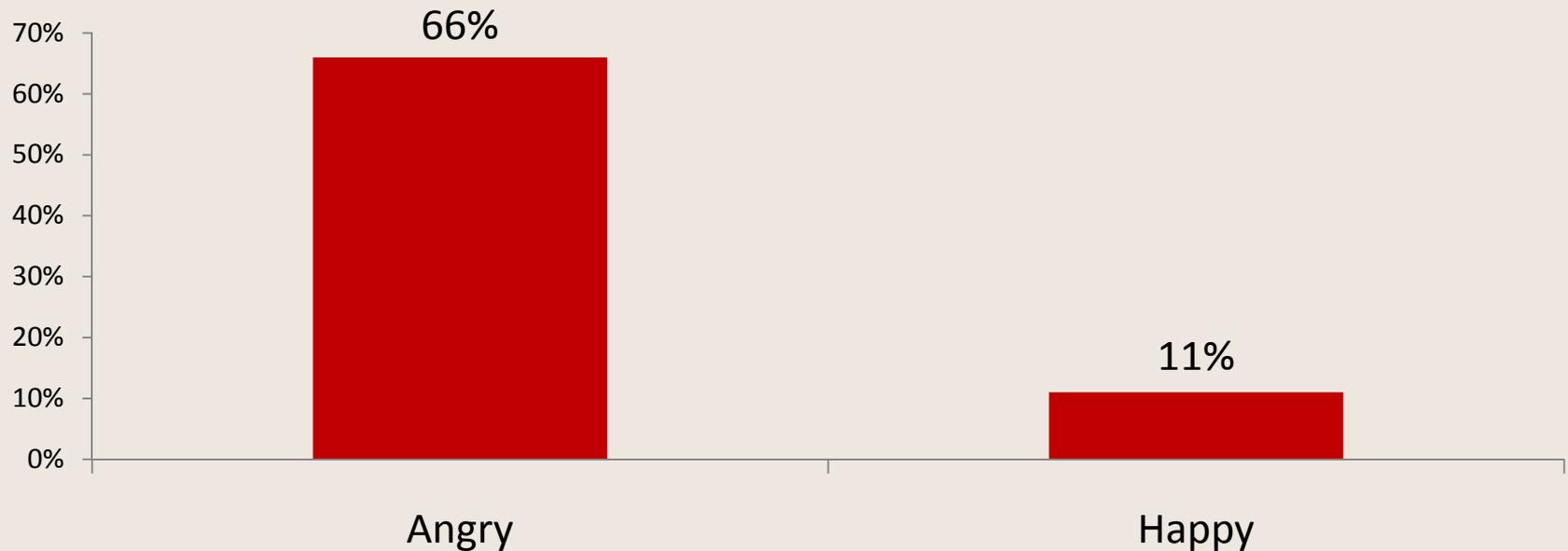
Nearly Half of Americans Actively Seek Out Antibacterial Soap



Q. When shopping for hand soaps, do you usually (ROTATE FIRST TWO CHOICES) look for soap with antibacterial protection ... look for soap without antibacterial protection ...or doesn't matter whether or not the soap contains antibacterial protection?

Anger Over Potential Removal

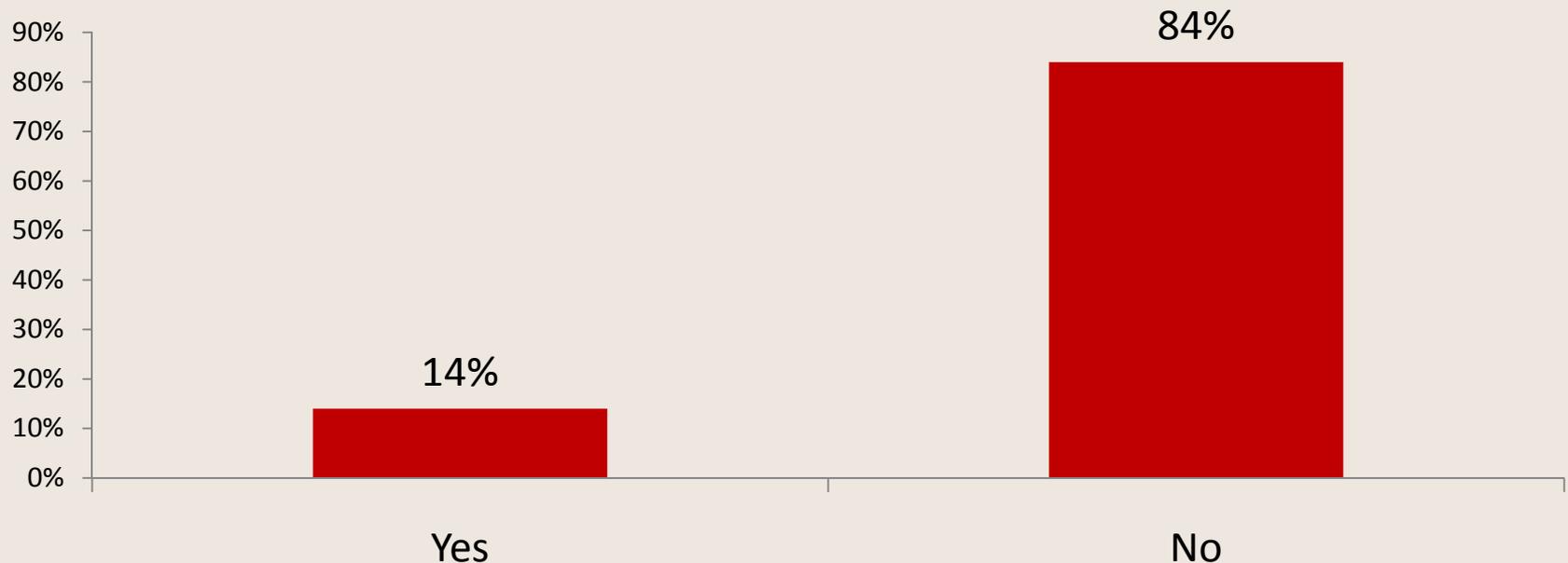
- Two-thirds of U.S. consumers would be ANGRY if antibacterial soap WERE removed from the market



Q. If the government took antibacterial soaps off the market, would you be (ROTATE 1-4, 4-1) very angry, somewhat angry, somewhat happy, or very happy?

Vast Majority Have No Health or Environmental Concerns

Q. Do you have any environmental or health concerns with using antibacterial soap?

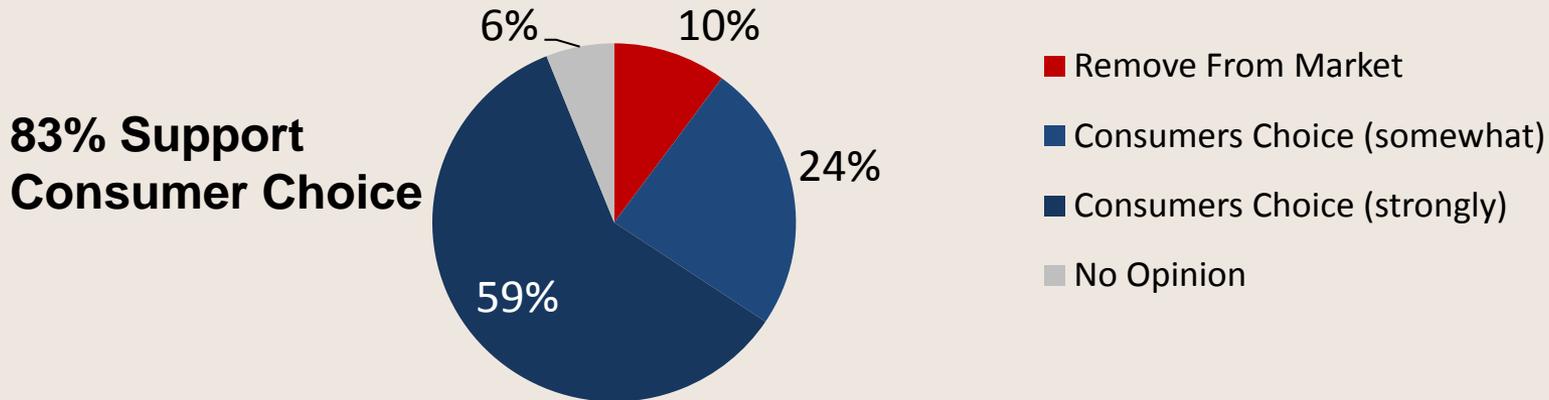


Right To Choose

(Some/Other) people say antibacterial agents found in some soaps could be damaging to the environment, could foster drug-resistant strains of harmful bacteria, and disrupt the reproductive system. The government should remove these products from the marketplace until there is no question about their potential harms.

(Other/Some) people say antibacterial soaps have been in use for over 40 years under close scientific study and government oversight, with no negative environmental or health effects. And unlike antibiotics, antibacterial soaps do not lead to disease resistant bacteria. Consumers should have the choice whether or not to purchase these products.

Which is closer to your point of view: that these products should be (removed from the market, or that the choice should be left with consumers)?



Moms with Children vs. No Children HH

- Moms with children in the household:
 - Use antibacterial soap more
 - Are more likely to proactively seek it out
 - Are more likely to be angry if government took it off the market

	Moms with Children in HH	HH with no Children
Use antibacterial soap	84	70
Use antibacterial soap regularly	68	53
Look for antibacterial soap	60	44
Angry if government took antibacterial soap off market	75	64

Differences are all significant at the 95% confidence level

Methodology

- 1,000 adult Americans (age 18+) were interviewed by telephone from December 5-12, 2010
- The error margin for this random probability sample is $\pm 3.1\%$ at the 95% confidence level. That is to say, if this survey were replicated, the aggregate results would be within this margin in 19 out of 20 cases
- Interviews were conducted with respondent using both landline (N=700) and mobile (N=300) telephones
- Survey data was weighted by demographics to match most recent U.S. Census American Community Survey results for age within gender, race/ethnicity, educational attainment, and region