

Soap vs. sanitizer: it's in your hands.



86% prefer to wash their hands.



80% clean their hands $\geq 4x/$ day.



75% prefer to buy scented hand soap.



73% buy soap or sanitizer at big box stores.



63% clean more now, than they did 3 months ago.



52% usually buy Softsoap – and **49%** get Dial.



Keep it clean.

92% expect to buy the same, or more, soap + sanitizer in the next 3 months.

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