

Bathroom Habits Survey Key Findings

Male vs. Female Habits

1. The average amount of time people spend in the bathroom every day is about 30 minutes but one in four of us spend more than an hour. And if you are a woman you are significantly more likely to be spending well over an hour in the bathroom (37% versus 15% men)
2. Men accept the fact that their spouses are significantly more likely to be spending longer in the bathroom, particularly as they get older.
3. Time in the shower: 51% of us take 10 minutes or less and 49% take more than 10 minutes
 - a. Women are more likely to take significantly longer than men in the shower (55% take more than 10 minutes versus 43% of men)
 - b. The older you get the shorter the shower you take. 70% 18-34 year olds take showers that are longer than 10 minutes compared to only 27% of people aged 55+.
 - c. Those with children take significantly longer showers than those without. (58% take more than 10 minutes showers compared to 45%).

Toilet Behavior/Attitudes

4. Not surprisingly the more people in the household the more toilet paper they use, but people who have higher incomes use more toilet paper (an average of 3 rolls per week versus a norm of 2.7)
5. Folding versus crumpling. Overall almost 50% more people fold their toilet paper rather than crumple it. Age increases the chance you will be folding rather than crumpling. Women are significantly more likely than men to crumple than fold. Spending more time in the bathroom increases the chances of you crumpling versus folding.
6. Three quarters of us like to put the toilet paper so the paper comes out over the top.
 - a. This is even more prevalent behavior for the more affluent amongst us!
7. Strangest things flushed down the toilet were really not that strange.
 - a. 28% had flushed a dead animal down the toilet (primarily fish but also some insects)
 - b. Other things included jewelry, food, toys, cell phones
8. Most people flush the toilet if they go to the bathroom in the middle of the night. Women were the less likely to do this than men. Married were less likely than single people to do this.
9. Only 14% of people claim to never plunge their toilets. Those with children are significantly less likely to say they never plunge!
 - a. 32% men (21% women) claim they plunge their toilet once a month or more often
 - b. 25% adults claim they plunge their toilet once every 3-6 months
 - c. 35% claim they plunge their toilet once a year or less often

10. 33% people say their toilets never need to be fixed. The mean number of times toilets had to be fixed was 2.3 times a year (excluding never).
 - a. Men believed their toilets had to be fixed more frequently (2.8) than women(1.8) did
 - b. Those with children had toilets in need of fixing the most
11. One in three adults (36%) would not try and fix their toilet beyond trying to plunge it. Women (43%), those aged 18-34(40%), and renters (46%) were even less inclined than the population at large to try and fix their toilets.
12. People were pretty evenly divided on their frustrations with their toilets.
 - a. Doesn't flush all the way (19%)
 - b. Appearance (18%)-greatest concern to those who rent and the least affluent
 - c. Running water/need to jiggle the handle (18%)
 - d. Does not conserve water 17% - of greatest concern to the more affluent and home owners
13. The most important feature when shopping for a toilet was believed to be:
 - a. reliability (42%)- particularly for those over 55 years of age
 - b. Conservation is a big deal for 22% of all adults. It is more important to older consumers and home owners.

Bathroom Behavior

14. Only 16% admit to regularly talking on the phone while they are in the bathroom. Younger people, those with children, and those who spend the most time in the bathroom are most likely to admit regularly talking on the phone in the bathroom.
15. The majority (88%) of people changes the cloth hand or shower towels in the bathroom once a week or more often. The older you get, the more frequently you are likely to change your towels. Presence of children also impacts how often towels get changed.
16. Just over half (56%) of us read in the bathroom. Men and those under 34yrs. are significantly more likely to read in the bathroom than others.
 - a. Magazines are the most frequently read materials
 - b. Over one third of people read their mail in the bathroom (both snail mail and increasingly e-mail)
17. Most of us (88%) have at least one electronic device in the bathroom. The more affluent you are the more toys you have in the bathroom
 - a. A hairdryer is the most common device.
 - b. Men are almost twice as likely as women to have an electric razor
 - c. 44% have an electric toothbrush... Significantly more of those with children (50%) or those who are either married or living with a partner.
 - d. Televisions are present in only 3% of bathrooms, radios in 20% and iPods in 5% (almost double that in household with teens or younger 18-34yr. olds.

18. People are doing a lot of things in their bathrooms besides getting clean!
 - a. 44% read- skew male, younger, with children
 - b. 43% get dressed- skews female, affluent, with children
 - c. 20% sing- skews young, renters, single
 - d. 19% listen to music—skews young,
 - e. 15% talk on the phone- skews young
 - f. 3% watch TV skews 45-54yrs.

19. Most people (58%) believe the rudest thing a guest can do when using someone else's bathroom is to leave it dirty or untidy. Young people (18-34) are significantly more likely to believe this.
 - a. About one in four people believe that snooping in a medicine cabinet is the rudest thing. Men and older people are somewhat more likely to be in this camp.

20. 7 of every 10 people claim they shower every day. Men are significantly more likely than women to shower every day (76% vs. 67%)
 - a. Younger people are more likely than older to be showering regularly as are the more affluent consumers.

Bathroom Cleaning

21. Most (47%) people clean their bathrooms once a week.
 - a. The 29% who clean it more frequently than this are likely to be older than 35 and be married or living with a significant other
 - b. The 24% who clean less often than once a week are more likely to be aged 18-34 years of age, rent their homes or be single/separated or divorced

Water Conservation

22. Most people (91%) claim they are trying to conserve water in the bathroom. The most common way they are attempting to do this is by not running the water while they are brushing their teeth (71%).
 - a. Almost half (47%) of consumers say they are limiting the time they take showers for (older home owners are more likely to be doing this)
 - b. 29% claim they are flushing the toilet less often or/taking fewer baths and showers
 - c. Only one in 4 people claim they are buying low consumption products

23. 82% of people say they turn the water off while they are cleaning their teeth.

24. Single greatest reason given for not purchasing a low consumption toilet is cost (48%)
 - a. One in five people (21%) do not think it will work as well as their current toilet. Men and affluent (\$75+) consumers are particularly likely to think it will not work as well.
 - b. 17% of consumers claim they already have a water conserving toilet

25. The idea of saving 4,000 gallons of water a year got an overwhelmingly positive response with 94% of consumers saying they would be prepared to use a water conserving toilet
- a. 67% of consumers also said they would purchase a low-flow shower head if it was less than \$100.00 (the least likely to buy were those who rented)

Plumbers

26. What are homeowners saying about their plumbers?
- a. 31% people claim they have had a plumber visit their house in the last year
 - b. 17% say they are on a first name basis with their plumbers