

FOR IMMEDIATE RELEASE
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**NEW MOEN® RESEARCH ASKS AMERICANS:
WHAT'S YOUR BIGGEST PET PEEVE IN THE SHOWER?**

North Olmsted, Ohio... We all know the drill – the alarm clock signals the start of our day and each morning, once we crawl out of bed, most Americans head straight to the bathroom to take a shower. But how does your daily shower routine differ from other Americans? If you're like most, you love your mate or members of your household – but you don't always love their bathroom habits. So what are the things that really drive men and women crazy in the bathroom? Interested in uncovering the differences, Moen Incorporated, the number one faucet brand in North America, pulled back the shower curtain and recently conducted an online survey to query consumers about everything from pet peeves and habits, to the length of time spent on this daily ritual.

"We'll spend a good portion of our lives in the bathroom," says Jack Suvak, director of market research and insights, Moen. "And knowing the amount of activity in this space-limited room, we were curious to see habits in and around the shower."

Letting Off Some Steam – What's the Biggest Shower Pet Peeve?

So, what are the things that really drive us crazy in the bathroom – specifically in and around the shower area? According to the survey, nearly 40 percent of U.S. consumers who share the shower with another household member stated, "leaving hair in the drain or on the soap" as the biggest showering pet peeve and cause of tension.

- Interestingly, in the ongoing battle of the sexes, more males than females mention leaving hair in the drain or on the soap (46 percent vs. 33 percent) and more females than males mention never cleaning the shower (45 percent vs. 32 percent).
- "Never cleaning the shower" came in at a close second, according to 39 percent of the respondents surveyed.
- And, rounding out the other top peeves were: "leaving the floor wet" (at 35 percent) and "leaving empty bottles" (at 33 percent).

When this same group of consumers was asked for their top “problem” in relation to their shower, the biggest response (with 37 percent of the respondents) included “wanting to conserve water, but not wanting to sacrifice showering performance.”

“While we can’t hire a cleaning service or plumber to solve Americans biggest shower pet peeves, we can help you enjoy an invigorating shower experience *without* sacrificing the performance,” said Suvak. “Moen has a great selection of water-efficient showerheads – including rainshower showerheads. Our products offer a flow rate of 1.75 gallons per minute (gpm), 30 percent less than the industry standard 2.5 gpm. The modified spray formers actually increase the velocity of the water streams hitting the body, treating users to a full, satisfying spray.”

Every Drop Counts

In total, U.S. consumers typically take an average of 6.7 showers per week, and with water conservation a concern, every drop counts. So what is the average length of a typical shower and how much water do we really use? According to the survey, a typical shower lasts 13.1 minutes on average, with the younger population taking longer showers versus the older population (14 vs. 11.9 minutes, respectively). In total, respondents estimated that they use approximately 31 gallons of water per shower – overall an estimated 204 gallons of water per person, per week.

Staying Squeaky Clean

According to the survey, 73 percent of U.S. consumers share their shower mostly with their spouse/significant other. More males than females share their shower with visitors/guests (9 percent vs. 3 percent), parents/in-laws (6 percent vs. 2 percent) and other adults living in their home (5 percent vs. 1 percent). And while in the shower, when asked for the top shower activities, the major response was “washing hair” (with 97 percent), followed by “washing body” (with 95 percent).

- Versus males, more females wash their body (98 percent vs. 91 percent), condition hair (86 percent versus 74 percent) and use loofah/exfoliate (50 percent vs. 35 percent).
- The least common shower activities included clipping/filing nails (at 4 percent) and whitening teeth (at 6 percent).

- And 58 percent of respondents said they take more showers in the morning than at any other time of the day.

Of the shower types studied, findings show the most common shower in the U.S. is a shower/tub combo with curtain (at 45 percent) or stand-alone with door (at 33 percent). The most common type of showerhead consumers currently have is wall-mounted (at 68 percent), and of those surveyed, 80 percent of U.S. consumers would be extremely or very likely to buy a flow-optimized showerhead.

“This survey confirmed what we had suspected – that consumers want good, strong water pressure in their shower while also conserving water,” added Suvak. “At Moen we make it a priority to develop environmentally friendly products for consumers to fit these needs.”

For more information about Moen, call 1-800-BUY-MOEN or visit moen.com.

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Moen offers a diverse selection of thoughtfully designed, on-trend [kitchen faucets](#), [bathroom faucets](#), [showerheads](#), and stainless steel [sinks](#) for residential and commercial applications. As the #1 faucet brand in North America, customers have come to rely on [Moen](#) to deliver dependable products and service. Moen is part of Fortune Brands, Inc. (NYSE: FO, www.fortunebrands.com), a leading consumer brands company.

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