

**Tweetable Highlights:**

- Texting from the toilet?!... @moen survey finds over one third of Americans (35%) are guilty of texting while in the bathroom
- Kick back in the bathtub! @moen survey reveals over 2 in 5 Americans (42%) would consider making small changes to their bathroom to make it more relaxing

**UNDERCOVER BATHROOM BEHAVIORS**

*Moen goes inside the stall to discover what secrets lurk in the loo*

*North Olmsted, Ohio...* If the walls in our bathrooms could talk, what would they say? Would they tattle on our guests who didn't wash their hands after using the restroom, but turned on the water to make it sound like they did? How about outing those who like to multi-task in the lavatory, taking calls and catching up on emails? Curious to know more about what Americans are *really* doing in the bathroom, Moen commissioned a recent survey, conducted online by Harris Poll<sup>1</sup>, to uncover our hidden habits... and the results may surprise you.

**An Ideal Place to Communicate**

According to the Moen survey, the average time Americans say they spend in the bathroom daily is 45 minutes. So what happens behind closed doors? Well, a little over one third of Americans (35 percent) are guilty of texting while in the bathroom.

"If you think about it, what other spot in the house can you pretty much guarantee at least a couple moments of uninterrupted time?" asks Andrea Maher, senior marketing communications specialist, Moen. "It makes sense people would want to spend at least a portion of that time catching up on emails, phone calls or texting, and trying to take care of items they might not be able to address otherwise during the day."

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<sup>1</sup> Methodology: This survey was conducted online within the United States by Harris Poll on behalf of Moen from September 19-21, 2016 among 2,035 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Courtney Yerega at [cyerega@fallscommunications.com](mailto:cyerega@fallscommunications.com).

The survey also found 29 percent of Americans spend time playing games on a phone, while 28 percent are looking at or posting on social media while in the bathroom. Talk about a status update!

### **A Fortress of Surprises**

Items in your medicine cabinet can speak volumes. The information accumulated from peering behind the glass or snooping in a drawer, can be enlightening. That may be why 22 percent of Americans admit to peeking into someone else's medicine cabinet/bathroom drawers. Another behavior that's happening, or isn't happening, behind closed doors is handwashing. Moen found nearly a quarter of Americans (23 percent) do not wash their hands every time they use the restroom. That's one secret that should stay behind closed doors.

### **A Serene Escape**

The bathroom is a great place to take a break, gather your thoughts or simply – *relax*. In fact, over 2 in 5 Americans (42 percent) would consider making small changes to their bathroom to make it more relaxing, while close to 3 in 10 (27 percent) would consider making big changes. Who are these people seeking the refuge of the bathroom? You guessed it... *mom*s! A 2011 survey conducted by Ivory found that 66 percent of American moms confessed to hiding in their bathroom for some much needed alone time.<sup>2</sup> If you will be spending a lot of time near the tub, items like scented candles or incense are easy upgrades to help make your bathroom a spa-like oasis. Plants help perk up the space, too. While redecorating, don't limit yourself to the outer areas of the bathroom for calming touches, think inside the shower walls as well.

"Incorporating elements like a teak shower seat into your space, or adding a handshower to your existing showerhead, are great ways to transform your shower into a place that stimulates relaxation," adds Maher. "Whether you're a busy mom trying to steal some time for herself, or simply need a private place to ponder the mysteries of the universe, updating your bath and shower area is great way to help you unwind."

For more information, visit [moen.com](http://moen.com) or call 1-800-BUY-MOEN (1-800-289-6636).

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<sup>2</sup> Norr, Serena. "NEW SURVEY REVEALS MOMS HIDE IN BATHROOMS FOR ALONE TIME." *Momtrends.com*. N.p., 22 Dec. 2011. Web. 10 Oct. 2016.

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### **About Moen**

As the #1 faucet brand in North America, Moen offers a diverse selection of thoughtfully designed kitchen and bath faucets, showerheads, accessories, bath safety products, kitchen sinks and garbage disposals for residential applications – each delivering the best possible combination of meaningful innovation, useful features, on-trend styling and lasting value. In addition, Moen® Commercial offers superior-performing products that can deliver lower lifetime costs for today's facilities.

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