

Sample 1000 Adult Interviews
Conducted September 16 - 18, 2015
Margin of Error ±4.1%

1. Which do you prefer to take?

Showers	81%
Baths	16%
Neither	1%
Not sure	2%

2. About how many times during a typical week do you take a bath or a shower?

mean	7
median	7

3. On average, about how many minutes long is each shower you take?

Asked of those who take showers

mean	13
median	10

4. Which do you use more often to wash?

A bar of soap	46%
Body wash	51%
Something else	2%
Not sure	0%

5. Which do you use more often to wash?

Separate bottles of shampoo and hair conditioner	46%
A 2-in-1 shampoo and hair conditioner	19%
Just shampoo	26%
Something else	2%
I don't use any of those	5%
Not sure	1%