

Base: All Respondents

Q1 How often do you take a shower?

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
Take Showers (Net)	2056 99%	1043 99%	1006 100%	596 99%	348 99%	322 100%	331 100%	458 98%	294 99%	172 98%	162 100%	168 100%	248 98%	298 100%	176 99%	160 100%	162 100%	210 99%	359 99%	792 99%	418 98%	487 100%
A Few Times A Week Or More (Sub-Net)	1966 95%	1020 97%	943 93%	570 95%	338 96%	316 98%	316 95%	425 91%	290 98%	170 98%	160 99%	164 98%	235 93%	279 93%	168 95%	156 97%	150 93%	190 90%	351 97%	765 96%	387 91%	463 95%
Every day	1258 61%	628 59%	629 62%	357 59%	243 69%	228 71%	199 60%	231 50%	182 61%	117 67%	110 68%	95 56%	125 49%	175 58%	126 71%	118 74%	104 64%	106 50%	237 65%	500 63%	229 54%	292 60%
Every other day	439 21%	238 23%	199 20%	135 22%	54 15%	57 18%	84 25%	110 24%	65 22%	25 14%	36 22%	49 29%	63 25%	68 23%	29 16%	22 14%	33 20%	47 22%	58 16%	163 20%	108 25%	111 23%
A few times a week	269 13%	154 15%	115 11%	79 13%	42 12%	30 9%	34 10%	85 19%	44 15%	29 17%	14 9%	20 12%	47 18%	35 12%	13 7%	16 10%	14 8%	38 18%	56 15%	102 13%	50 12%	61 12%
Once a week	68 3%	19 2%	46 5%	19 3%	9 2%	4 1%	12 4%	24 5%	2 1%	1 1%	1 1%	3 2%	11 4%	14 5%	7 4%	3 2%	9 6%	13 6%	8 2%	21 3%	20 5%	19 4%
Less than once a week	21 1%	4 *	17 2%	7 1%	1 *	3 1%	2 1%	9 2%	1 *	-	2 1%	*	1 1%	6 2%	1 *	1 1%	2 1%	7 3%	*	5 1%	10 2%	5 1%
Never - I do not take showers.	17 1%	13 1%	5 *	5 1%	4 1%	-	1 *	7 2%	4 1%	3 2%	-	1 *	6 2%	1 *	1 *	-	*	2 1%	3 1%	8 1%	7 2%	-
Sigma	2073 100%	1056 100%	1010 100%	601 100%	352 100%	322 100%	333 100%	466 100%	297 100%	175 100%	162 100%	168 100%	254 100%	300 100%	177 100%	160 100%	162 100%	212 100%	362 100%	800 100%	424 100%	487 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
Overlap formulae used.

Base: All Respondents

Q1 How often do you take a shower?

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
Take Showers (Net)	2056 99%	538 99%	315 99%	264 99%	916 99%	641 99%	682 99%	732 99%	1246 100%	809 98%	678 99%	1377 99%	588 100%	1467 99%	1379 99%	649 99%	939 99%	1116 99%	362 99%	249 99%	1222 99%
A Few Times A Week Or More (Sub-Net)	1966 95%	501 92%	303 95%	254 95%	887 96%	600 92%	649 94%	717 97%	1215 97%	751 91%	662 97%	1304 94%	577 98%	1389 94%	1325 95%	617 94%	909 96%	1057 94%	347 95%	239 95%	1172 95%
Every day	1258 61%	268 49%	183 57%	168 63%	625 68%	361 56%	400 58%	497 67%	845 68%	413 50%	466 68%	792 57%	427 72%	830 56%	860 62%	385 59%	648 69%	609 54%	236 65%	164 65%	723 59%
Every other day	439 21%	144 26%	65 20%	57 21%	167 18%	143 22%	158 23%	139 19%	244 20%	195 24%	120 18%	319 23%	91 15%	348 23%	293 21%	144 22%	171 18%	268 24%	73 20%	42 17%	273 22%
A few times a week	269 13%	89 16%	55 17%	28 11%	95 10%	97 15%	91 13%	82 11%	126 10%	143 17%	77 11%	193 14%	59 10%	210 14%	172 12%	88 13%	90 10%	179 16%	38 10%	32 13%	176 14%
Once a week	68 3%	28 5%	11 4%	9 3%	20 2%	33 5%	22 3%	13 2%	21 2%	47 6%	11 2%	58 4%	9 2%	59 4%	43 3%	22 3%	23 2%	45 4%	12 3%	8 3%	41 3%
Less than once a week	21 1%	9 2%	1 1%	1 1%	9 1%	8 1%	11 2%	2 1%	10 1%	11 1%	6 1%	16 1%	2 1%	19 1%	10 1%	11 2%	7 1%	14 1%	3 1%	2 1%	9 1%
Never - I do not take showers.	17 1%	6 1%	3 1%	2 1%	6 1%	8 1%	5 1%	5 1%	4 1%	13 2%	7 1%	11 1%	2 1%	15 1%	10 1%	4 1%	6 1%	12 1%	2 1%	3 1%	11 1%
Sigma	2073 100%	544 100%	318 100%	266 100%	921 100%	649 100%	687 100%	736 100%	1251 100%	822 100%	685 100%	1388 100%	590 100%	1483 100%	1389 100%	653 100%	945 100%	1128 100%	364 100%	252 100%	1233 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
Overlap formulae used.

Base: All Respondents

Q1 How often do you take a shower?

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
Take Showers (Net)	2056 99%	325 99%	577 99%	505 100% E	585 99%	502 100%	504 99%	561 99%	482 99%
A Few Times A Week Or More (Sub-Net)	1966 95%	312 95%	555 96%	493 98% E	554 93%	477 95%	466 92%	553 97% F	467 96%
Every day	1258 61%	193 59%	376 65% E	350 69% BE	316 53%	361 72% GH	268 53%	357 63% I	271 55%
Every other day	439 21%	73 22%	106 18%	102 20%	148 25% C	80 16%	118 23% F	123 22% F	115 24%
A few times a week	269 13%	46 14% D	73 13%	42 8%	90 15% D	35 7%	80 16% F	73 13% F	81 17%
Once a week	68 3%	12 4%	15 3%	7 1%	24 4% D	19 4% H	28 5%	7 1%	12 2%
Less than once a week	21 1%	1 *	6 1%	5 1%	7 1%	6 1% H	11 2%	1 *	3 1%
Never - I do not take showers.	17 1%	4 1%	5 1%	* *	8 1% D	1 *	3 1%	6 1%	7 1%
Sigma	2073 100%	330 100%	581 100%	505 100%	593 100%	503 100%	507 100%	567 100%	488 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Base: All Respondents

Q2 How often do you wash your hair?

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
Every day	641 31%	189 18%	451 45%	152 25%	131 37% DH	113 35% DH	114 34% D	130 28%	40 13%	31 18%	37 23%	39 23%	42 17%	111 37%	100 56% NRJ	77 48% K	76 47% L	88 42% M	113 31%	246 31%	116 27%	165 34%
Every Other Day/A Few Times A Week (Net)	1088 52%	647 61% C	435 43%	333 55%	181 52%	166 52%	164 49%	243 52%	184 62% N	114 65% O	95 59% P	102 61% I	151 60% R	146 49% Q	67 38%	71 44%	59 37%	92 43%	192 53%	403 50%	234 55%	260 53%
Every other day	606 29%	342 32% C	263 26%	193 32%	96 27%	92 28%	98 29%	129 28%	103 35%	55 31%	47 29%	57 34%	81 32% R	89 30%	41 23%	44 28%	40 25%	48 23%	98 27%	218 27%	146 34% ST	145 30%
A few times a week	482 23%	304 29% C	173 17%	141 23%	85 24%	75 23%	66 20%	115 25%	81 27%	59 34% O	48 30% P	46 27% Q	71 28%	57 19%	26 15%	27 17%	19 12%	44 21% Q	94 26%	184 23%	88 21%	115 24%
Once a week	233 11%	150 14% C	83 8%	65 11%	26 7%	34 11%	43 13% E	65 14% E	44 15% N	20 11% O	23 14%	22 13%	40 16%	20 7%	6 4%	11 7%	21 13% O	24 12% O	34 9%	103 13%	53 13%	42 9%
Less than once a week	112 5%	71 7% C	41 4%	51 8% EFG	13 4%	9 3%	11 3%	28 6%	29 10% L	9 5%	7 4%	5 3%	20 8% L	22 7% P	3 2%	2 1%	6 4%	8 4%	23 6%	48 6%	20 5%	20 4%
Sigma	2073 100%	1056 100%	1010 100%	601 100%	352 100%	322 100%	333 100%	466 100%	297 100%	175 100%	162 100%	168 100%	254 100%	300 100%	177 100%	160 100%	162 100%	212 100%	362 100%	800 100%	424 100%	487 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used.

Base: All Respondents

Q2 How often do you wash your hair?

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
Every day	641 31%	133 24%	96 30%	84 32% B	319 35% B	181 28%	190 28%	270 37% FG	430 34% J	211 26%	226 33%	415 30%	206 35% N	434 29%	462 33% P	175 27%	369 39% R	271 24%	114 31% T	41 16%	425 34% T
Every Other Day/A Few Times A Week (Net)	1088 52%	289 53%	168 53%	151 57%	471 51%	333 51%	376 55%	379 51%	648 52%	440 54%	357 52%	731 53%	310 52%	778 52%	716 52%	357 55%	470 50%	618 55% Q	200 55% T	95 38%	674 55% T
Every other day	606 29%	161 30%	101 32%	86 32%	252 27%	202 31%	190 28%	214 29%	371 30%	235 29%	201 29%	405 29%	176 30%	430 29%	391 28%	210 32%	258 27%	348 31%	124 34% T	48 19%	366 30% T
A few times a week	482 23%	128 24%	67 21%	66 25%	218 24%	131 20%	185 27% F	165 22%	276 22%	205 25%	156 23%	325 23%	133 23%	348 23%	325 23%	147 23%	211 22%	270 24%	76 21%	47 19%	308 25% T
Once a week	233 11%	77 14% DE	41 13%	21 8%	91 10%	85 13%	80 12%	68 9%	117 9%	115 14% I	62 9%	170 12%	48 8%	185 12% M	155 11%	76 12%	86 9%	146 13% Q	37 10%	55 22% SU	110 9%
Less than once a week	112 5%	45 8% CDE	14 4%	10 4%	41 4%	50 8% H	42 6% H	19 3%	56 4%	56 7% I	39 6%	72 5%	27 5%	85 6%	56 4%	45 7% O	20 2%	92 8% Q	12 3%	61 24% SU	24 2%
Sigma	2073 100%	544 100%	318 100%	266 100%	921 100%	649 100%	687 100%	736 100%	1251 100%	822 100%	685 100%	1388 100%	590 100%	1483 100%	1389 100%	653 100%	945 100%	1128 100%	364 100%	252 100%	1233 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
Overlap formulae used.

Base: All Respondents

Q2 How often do you wash your hair?

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
Every day	641 31%	71 22%	197 34% B	179 35% B	180 30% B	272 54% GH	180 35% I	119 21% I	70 14%
Every Other Day/A Few Times A Week (Net)	1088 52%	189 57%	302 52%	259 51%	305 51%	187 37%	248 49% F	362 64% F	285 58% G
Every other day	606 29%	102 31%	178 31%	146 29%	172 29%	114 23%	149 29% F	185 33% F	158 32%
A few times a week	482 23%	88 27%	124 21%	113 22%	134 23%	73 15%	100 20%	177 31% F	127 26%
Once a week	233 11%	40 12%	51 9%	50 10%	80 14% C	34 7%	49 10%	68 12% F	81 17% G
Less than once a week	112 5%	29 9% DE	31 5%	18 3%	27 5%	11 2%	30 6% F	18 3%	52 11% HG
Sigma	2073 100%	330 100%	581 100%	505 100%	593 100%	503 100%	507 100%	567 100%	488 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Base: All Respondents

Q3 What times of the day do you typically shower? Please select all that apply.

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
Morning (Net)	1253 60%	594 56%	658 65%	313 52%	223 63%	207 64%	205 62%	305 66%	140 47%	87 50%	95 59%	99 59%	174 68%	172 58%	136 77%	112 70%	106 66%	132 62%	250 69%	489 59%	249 59%	286 59%
Early morning (5am-9am)	965 47%	441 42%	523 52%	237 39%	173 49%	169 52%	166 50%	220 47%	100 34%	65 37%	73 45%	73 43%	131 52%	136 45%	108 61%	96 60%	93 58%	89 42%	202 56%	362 45%	191 45%	211 43%
Late morning (10am-12pm)	394 19%	204 19%	190 19%	115 19%	76 22%	53 16%	58 17%	93 20%	56 19%	30 17%	34 21%	37 22%	48 19%	60 20%	46 26%	19 12%	21 13%	45 21%	65 18%	154 19%	73 17%	102 21%
Afternoon/Evening (Net)	749 36%	406 38%	337 33%	282 47%	134 38%	99 31%	115 35%	119 26%	158 53%	73 42%	55 34%	56 33%	65 26%	120 40%	61 34%	45 28%	57 35%	54 26%	117 32%	309 39%	148 35%	174 36%
Afternoon (1pm-3pm)	288 14%	137 13%	148 15%	130 22%	54 15%	37 11%	24 7%	43 9%	57 19%	27 15%	22 13%	11 7%	21 8%	70 24%	27 15%	15 10%	13 8%	22 10%	42 12%	116 15%	59 14%	71 15%
Evening (4pm-7pm)	559 27%	321 30%	234 23%	210 35%	97 28%	72 22%	94 28%	84 18%	128 43%	58 33%	40 25%	46 27%	50 20%	81 27%	40 23%	32 20%	46 29%	35 16%	93 26%	225 28%	104 24%	137 28%
Night (Net)	676 33%	364 34%	311 31%	278 46%	133 38%	109 34%	62 19%	93 20%	147 50%	79 45%	54 34%	38 23%	45 18%	130 43%	54 31%	55 34%	24 15%	48 23%	116 32%	270 34%	132 31%	158 32%
Night (8pm-11pm)	636 31%	346 33%	289 29%	263 44%	130 37%	101 31%	58 17%	85 18%	143 48%	76 44%	50 31%	35 21%	41 16%	119 30%	53 30%	51 32%	23 14%	44 21%	108 30%	255 32%	122 29%	151 31%
Late night (12am-4am)	100 5%	49 5%	51 5%	20 9%	15 6%	6 5%	8 2%	8 2%	22 7%	11 6%	8 5%	4 2%	4 1%	29 10%	9 5%	7 4%	2 1%	4 2%	17 5%	44 5%	25 6%	16 3%
NA - I do not take showers.	17 1%	13 1%	5 1%	5 1%	4 1%	-	1 1%	7 2%	4 1%	3 2%	-	1 1%	6 2%	1 1%	-	-	-	2 1%	3 1%	8 1%	7 2%	-
Sigma	2960 143%	1512 143%	1440 143%	1011 168%	554 158%	447 139%	407 122%	541 116%	509 171%	269 154%	227 140%	207 123%	300 118%	496 166%	285 161%	220 137%	198 122%	241 114%	529 146%	1164 146%	580 137%	687 141%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - U/V - J/O - K/P - L/Q - M/R - S/T/U/V
Overlap formulae used.

Base: All Respondents

Q3 What times of the day do you typically shower? Please select all that apply.

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
Morning (Net)	1253 60%	321 59%	177 56%	150 57%	592 64% CD	361 56%	386 56%	506 69% FG	754 60%	499 61%	414 60%	840 60%	381 65% N	872 59%	854 61%	387 59%	600 63% R	653 58%	198 55%	177 70% SU	753 61%
Early morning (5am-9am)	965 47%	220 40%	128 40%	111 42%	494 54% BCD	262 40%	290 42%	413 56% FG	622 50% J	344 42%	325 47%	640 46%	306 52% N	659 44%	661 48%	294 45%	488 52% R	477 42%	148 41%	145 58% SU	577 47%
Late morning (10am-12pm)	394 19%	126 23% E	65 20%	56 21%	142 15%	137 21%	133 19%	124 17%	196 16%	198 24%	137 20%	258 19%	116 20%	279 19%	248 18%	144 22%	154 16%	240 21% Q	69 19%	51 20%	231 19%
Afternoon/Evening (Net)	749 36%	211 39%	121 38%	103 39%	304 33%	255 39% H	276 40% H	217 29%	441 35%	307 37%	266 39%	483 35%	221 37%	527 36%	485 35%	252 39%	308 33%	440 39% Q	151 41% U	94 37%	411 33%
Afternoon (1pm-3pm)	288 14%	97 18% E	48 15%	34 13%	100 11%	114 18% H	92 13%	81 11%	148 12%	139 17% I	108 16%	180 13%	87 15%	201 14%	172 12%	111 17% O	99 11%	188 17% Q	63 17% U	47 19% U	142 12%
Evening (4pm-7pm)	559 27%	144 26%	90 28%	81 30%	235 25%	177 27%	217 32% H	164 22%	344 27%	215 26%	199 29%	359 26%	166 28%	392 26%	369 27%	182 28%	235 25%	323 29% Q	116 32% U	64 26%	306 25%
Night (Net)	676 33%	192 35%	101 32%	92 35%	278 30%	224 35%	237 34%	215 29%	460 37%	216 26%	279 41% L	397 29%	229 39% N	446 30%	417 30%	246 38% O	263 28%	413 37% Q	149 41% U	113 45% U	337 27%
Night (8pm-11pm)	636 31%	180 33%	94 29%	88 33%	264 29%	209 32%	222 32%	205 28%	435 35% J	202 25%	269 39% L	367 26%	218 37% N	418 28%	400 29%	229 35% O	253 27% Q	384 34% U	145 40% U	106 42% U	314 25%
Late night (12am-4am)	100 5%	35 6% E	19 6%	9 3%	34 4%	42 6% H	38 5% H	21 3%	70 6%	31 4%	39 6%	62 4%	35 6%	65 4%	50 4%	45 7% O	19 2%	82 7% Q	24 7% U	21 8% U	40 3%
NA - I do not take showers.	17 1%	6 1%	3 1%	2 1%	6 1%	8 1%	5 1%	5 1%	4 *	13 2% I	7 1%	11 1%	2 *	15 1%	10 1%	4 1%	6 1%	12 1%	2 1%	3 1%	11 1%
Sigma	2960 143%	808 148%	446 140%	381 143%	1275 138%	949 146%	997 145%	1014 138%	1819 145%	1142 139%	1084 158%	1876 135%	931 158%	2030 137%	1910 137%	1008 154%	1255 133%	1706 151%	566 156%	436 173%	1621 132%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
Overlap formulae used.

Base: All Respondents

Q3 What times of the day do you typically shower? Please select all that apply.

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
Morning (Net)	1253 60%	167 51%	340 59%	316 62% B	388 65% BC	338 67% H	319 63%	322 57%	272 56%
Early morning (5am-9am)	965 47%	122 37%	267 46% B	258 51% B	287 48% B	286 57% GH	238 47%	245 43%	195 40%
Late morning (10am-12pm)	394 19%	56 17%	127 22%	84 17%	117 20%	71 14%	119 24% F	109 19% F	96 20%
Afternoon/Evening (Net)	749 36%	146 44% DE	253 44% DE	164 32%	171 29%	162 32%	175 34%	205 36%	201 41%
Afternoon (1pm-3pm)	288 14%	69 21% DE	111 19% DE	48 10%	60 10%	48 10%	100 20% F	68 12%	69 14%
Evening (4pm-7pm)	559 27%	103 31% E	193 33% DE	127 25%	122 21%	124 25%	110 22%	161 28%	161 33% G
Night (Net)	676 33%	163 50% CDE	231 40% DE	156 31% E	113 19%	137 27%	174 34% F	182 32%	182 37%
Night (8pm-11pm)	636 31%	153 47% DE	222 38% DE	147 29% E	101 17%	132 26%	157 31%	173 31%	173 35%
Late night (12am-4am)	100 5%	21 6% E	50 9% DE	18 4%	11 2%	12 2%	40 8% F	23 4%	26 5%
NA - I do not take showers.	17 1%	4 1%	5 1%	*	8 1% D	1	3	6 1%	7 1%
Sigma	2960 143%	528 160%	974 168%	683 135%	707 119%	673 134%	766 151%	786 138%	726 149%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Fielding Period: February 27 - 29, 2024
 Harris Poll
 Weighted To The U.S. General Adult Population

10 Apr 2024
 Table 10

Base: All Respondents

Q4 On average, how many minutes do you typically spend in the shower?

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
15 Minutes Or Less (Net)	1366 66%	659 62%	705 70%	290 48%	214 61% D	219 68% D	260 78% DEF	383 82% DEF	116 39%	102 58%	110 68%	126 75% IJ	205 81% IJK	173 58%	112 64%	108 68%	133 82% NOP	179 84% NOP	244 67%	519 65%	279 66%	325 67%
5 minutes or less	223 11%	89 8%	132 13% B	27 5%	33 9% D	30 9% D	54 16% DEF	79 17% DEF	11 4%	13 8%	9 6%	21 12% I	35 14% IK	20 5%	21 11%	21 13% N	32 20% N	43 21% NO	43 12%	87 11%	44 10%	49 10%
6-10 minutes	639 31%	313 30%	325 32%	123 21%	96 27% D	95 30% D	126 38% DEF	198 43% DEF	47 16%	45 26% I	50 31% I	62 37% IJ	109 43% IJK	75 25% I	51 29%	45 28%	63 39% N	90 42% NOP	107 29%	232 29%	126 30%	174 36% T
11-15 minutes	504 24%	257 24%	248 25%	139 23%	85 24%	94 29%	80 24%	107 23%	58 20%	43 25%	51 31% I	44 26%	61 24%	81 27%	41 23%	43 27%	37 23%	46 22%	94 26%	199 25%	109 26%	103 21%
More Than 15 Minutes (Net)	689 33%	384 36%	301 30%	307 51% EFGH	133 38% GH	104 32% GH	71 21%	75 16%	177 60% JKLMN	70 40% LM	52 32% M	41 25%	43 17%	126 42% QR	63 38% QR	52 32% QR	29 18%	31 15%	116 32%	273 34%	139 33%	162 33%
16-20 minutes	332 16%	193 18% C	138 14%	114 19% H	57 16%	59 18% H	50 15% H	52 11% H	64 22% M	35 20%	34 21% M	29 17%	31 12%	50 17%	22 12%	25 16%	20 12%	21 10%	52 14%	129 16%	74 17%	79 16%
21-30 minutes	237 11%	123 12%	111 11%	124 21% EFGH	48 14% GH	31 10% GH	16 5%	19 4%	70 24% JKLM	23 13% M	10 6%	11 6%	10 4%	51 17% QR	25 14% QR	21 13% QR	5 3%	9 4%	45 12%	106 13% U	37 9%	50 10%
More than 30 minutes	119 6%	68 6%	52 5%	68 11% FGH	29 8% GH	14 4% H	5 2%	4 1%	44 15% JKLM	13 7% LM	8 5% LM	1 1%	2 1%	25 8% QR	16 9% QR	6 4%	4 2%	2 1%	19 5%	39 5%	28 7%	34 7%
None - I do not take showers	17 1%	13 1%	5 1%	5 1%	4 1%	-	1	7 2% F	4 1%	3 2%	-	1	6 2%	1 1%	-	-	*	2 1%	3 1%	8 1%	7 2% V	-
Mean	16.1	16.8 C	15.4	20.5 EFGH	17.3 GH	15.9 GH	12.8	12.0	22.2 JKLMN	17.6 LM	16.0 LM	13.7 MQ	12.4	18.8 PQR	17.0 QR	15.9 QR	12.0	11.5	16.2	16.2	16.1	16.0
Std. Dev.	9.99	10.11	9.82	11.46	10.88	9.67	6.82	6.15	11.76	10.69	9.59	6.61	6.08	10.94	11.09	9.79	6.97	6.20	10.31	9.76	10.12	10.04
Std. Err.	0.22	0.31	0.32	0.52	0.62	0.54	0.35	0.26	0.73	0.84	0.74	0.45	0.36	0.73	0.92	0.80	0.55	0.37	0.49	0.34	0.51	0.51
Median	15	15	15	20	15	15	10	10	20	15	15	12	10	15	15	15	10	10	15	15	15	15
Sigma	2073 100%	1056 100%	1010 100%	601 100%	352 100%	322 100%	333 100%	466 100%	297 100%	175 100%	162 100%	168 100%	254 100%	300 100%	177 100%	160 100%	162 100%	212 100%	362 100%	800 100%	424 100%	487 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used.

Base: All Respondents

Q4 On average, how many minutes do you typically spend in the shower?

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
15 Minutes Or Less (Net)	1366 66%	291 53%	203 64% B	180 68% B	678 74% BC	367 57%	425 62%	574 78% FG	821 66%	545 66%	399 58%	967 70% K	347 59%	1019 69% M	979 71% P	374 57%	709 75% R	657 58%	168 46%	135 54%	927 75% ST
5 minutes or less	223 11%	30 6%	26 8%	16 6%	147 16% BCD	56 9%	57 8%	110 15% FG	117 9%	105 13% I	51 7%	171 12% K	48 8%	175 12% M	166 12% P	54 8%	126 13% R	97 9%	13 4%	21 8% S	174 14% ST
6-10 minutes	639 31%	143 26%	92 29%	85 32%	309 34% B	161 25%	186 27%	293 40% FG	390 31%	249 30%	174 25%	465 34% K	150 25%	489 33% M	475 34% P	160 25%	348 37% R	292 26%	80 22%	48 19%	439 36% ST
11-15 minutes	504 24%	118 22%	85 27%	79 30% B	221 24%	150 23%	182 26%	172 23%	313 25%	191 23%	174 25%	331 24%	150 25%	355 24%	339 24%	160 24%	236 25% R	268 24%	75 21%	67 26%	314 25%
More Than 15 Minutes (Net)	689 33%	247 45% CDE	112 35% E	83 31%	238 26%	274 42% H	258 37% H	157 21%	425 34%	264 32%	279 41% L	410 30%	241 41% N	448 30%	399 29%	275 42% O	230 24%	459 41% Q	194 53% U	114 45% U	295 24%
16-20 minutes	332 16%	101 19% E	60 19%	40 15%	129 14%	113 17% H	133 19% H	87 12%	202 16%	130 16%	117 17%	216 16%	108 18%	225 15%	206 15%	120 18%	130 14% Q	203 18% Q	80 22% U	37 15%	170 14%
21-30 minutes	237 11%	88 16% CE	33 10%	32 12%	80 9%	112 17% GH	75 11% H	50 7%	148 12%	89 11%	98 14%	139 10%	82 14%	155 10%	127 9%	104 16% O	74 8%	163 14% Q	71 20% U	47 19% U	90 7%
More than 30 minutes	119 6%	58 11% CDE	19 6% E	11 4%	28 3%	50 8% H	50 7% H	20 3%	75 6%	45 5%	64 9% L	55 4%	51 9% N	68 5%	66 5%	51 8% O	26 3%	93 8% Q	42 12% U	30 12% U	35 3%
None - I do not take showers	17 1%	6 1%	3 1%	2 1%	6 1%	8 1%	5 1%	5 1%	4 *	13 2% I	7 1%	11 1%	2 *	15 1%	10 1%	4 1%	6 1%	12 1%	2 1%	3 1%	11 1%
Mean	16.1	19.5 CDE	16.5 E	15.8 E	14.0	18.1 H	17.2 H	13.3	16.3	15.8	18.3 L	15.1	18.0 N	15.3	15.0	18.3 O	14.0	17.9 Q	20.6 U	19.9 U	13.9
Std. Dev.	9.99	12.00	9.58	8.31	8.47	10.58	10.52	8.19	9.91	10.11	11.08	9.23	11.11	9.40	8.98	11.49	8.20	10.96	11.43	12.39	8.25
Std. Err.	0.22	0.49	0.48	0.50	0.31	0.45	0.42	0.28	0.29	0.34	0.46	0.24	0.48	0.24	0.24	0.45	0.25	0.35	0.69	0.72	0.23
Median	15	15	15	15	11	15	15	10	15	15	15	15	15	15	15	15	10	15	20	15	10
Sigma	2073 100%	544 100%	318 100%	266 100%	921 100%	649 100%	687 100%	736 100%	1251 100%	822 100%	685 100%	1388 100%	590 100%	1483 100%	1389 100%	653 100%	945 100%	1128 100%	364 100%	252 100%	1233 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
Overlap formulae used.

Base: All Respondents

Q4 On average, how many minutes do you typically spend in the shower?

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
15 Minutes Or Less (Net)	1366 66%	148 45%	329 57% B	359 71% BC	474 80% BCD	383 76% GH	322 64%	384 68% I	275 56%
5 minutes or less	223 11%	19 6%	38 7%	50 10%	100 17% BCD	81 16% GH	51 10%	50 9%	39 8%
6-10 minutes	639 31%	63 19%	144 25%	167 33% BC	237 40% BCD	186 37% G	139 27%	183 32%	129 27%
11-15 minutes	504 24%	67 20%	146 25%	141 28% B	138 23%	115 23%	132 26%	150 26%	106 22%
More Than 15 Minutes (Net)	689 33%	177 54% CDE	248 43% DE	146 29% E	111 19%	119 24% F	182 36% F	177 31% F	207 42% H
16-20 minutes	332 16%	56 17%	109 19% E	81 16%	82 14%	51 10%	87 17% F	108 19% F	85 17%
21-30 minutes	237 11%	79 24% CDE	89 15% DE	42 8% E	26 4%	51 10%	60 12%	47 8%	77 16% H
More than 30 minutes	119 6%	42 13% DE	49 8% DE	23 4% E	4 1%	17 3%	35 7% F	22 4%	45 9% H
None - I do not take showers	17 1%	4 1%	5 1%	*	8 1% D	1	3 1%	6 1%	7 1%
Mean	16.1	21.2 CDE	18.5 DE	15.3 E	12.3	13.9	16.9 F	15.4 F	18.3 H
Std. Dev.	9.99	11.54	11.26	9.10	6.20	8.65	10.68	9.02	11.05
Std. Err.	0.22	0.70	0.51	0.40	0.23	0.37	0.54	0.35	0.54
Median	15	20	15	15	10	10	15	15	15
Sigma	2073 100%	330 100%	581 100%	505 100%	593 100%	503 100%	507 100%	567 100%	488 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Base: All Respondents

Q5 When in the shower, do you spend more time facing the water or facing away from the water?

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
Prefer To Face In Or Away From Water (Net)	1186 57%	642 61% C	541 54%	377 63% FGH	193 55%	173 54%	183 55%	260 56%	206 69% JKLMN	97 56%	91 56%	96 57%	152 60%	170 57%	95 54%	82 51%	86 53%	108 51%	217 60%	434 54%	240 57%	294 60%
Facing the water	605 29%	290 27% C	315 31%	211 35% EFG	96 27%	85 26%	71 21%	142 30% G	104 35% JKL	40 23%	38 23%	34 20%	74 29% L	107 36% Q	56 32%	48 30%	37 23%	68 32%	113 31%	215 27%	113 27%	165 34% T
Facing away from the water	580 28%	352 33% C	226 22%	166 28%	97 27%	88 27%	112 34% H	118 25% I	102 34% N	57 32%	54 33% P	62 37%	78 31% R	63 21%	40 23%	34 21%	49 30% R	40 19%	105 29%	219 27%	128 30%	129 26%
Both equally	870 42%	401 38% B	465 46% B	219 36%	155 44%	149 46% D	148 45% D	198 43% E	88 30% J	75 43% I	71 44% I	72 43% I	96 38% K	128 43% I	80 45%	78 49%	76 47%	103 48% M	142 39%	358 45%	177 42%	193 40%
NA - I do not take showers.	17 1%	13 1%	5	5 1%	4 1%	-	1	7 2% F	4 1%	3 2%	-	1	6 2%	1	1	-	2 1%	3 1%	8 1%	7 2% V	-	
Sigma	2073 100%	1056 100%	1010 100%	601 100%	352 100%	322 100%	333 100%	466 100%	297 100%	175 100%	162 100%	168 100%	254 100%	300 100%	177 100%	160 100%	162 100%	212 100%	362 100%	800 100%	424 100%	487 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used.

Base: All Respondents

Q5 When in the shower, do you spend more time facing the water or facing away from the water?

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
Prefer To Face In Or Away From Water (Net)	1186 57%	310 57%	183 58%	143 54%	539 58%	361 56%	393 57%	432 59%	725 58%	461 56%	397 58%	788 57%	333 56%	853 58%	793 57%	372 57%	526 56%	660 59%	211 58%	131 52%	707 57%
Facing the water	605 29%	175 32% D	90 28%	58 22%	277 30% D	190 29%	217 32%	198 27%	363 29%	242 29%	201 29%	405 29%	167 28%	438 30%	393 28%	198 30%	256 27%	349 31%	104 29%	102 40% SU	315 26%
Facing away from the water	580 28%	135 25%	93 29%	85 32% B	262 28%	171 26%	176 26%	233 32% G	361 29%	219 27%	196 29%	384 28%	166 28%	414 28%	400 29%	174 27%	269 28%	311 28%	107 29% T	30 12%	392 32% T
Both equally	870 42%	228 42%	132 42%	121 45%	377 41%	281 43%	289 42%	300 41%	522 42%	348 42%	281 41%	589 42%	255 43%	615 41%	585 42%	277 42%	414 44%	456 40%	150 41%	117 47%	515 42%
NA - I do not take showers.	17 1%	6 1%	3 1%	2 1%	6 1%	8 1%	5 1%	5 1%	4 1%	13 2% I	7 1%	11 1%	2 1%	15 1%	10 1%	4 1%	6 1%	12 1%	2 1%	3 1%	11 1%
Sigma	2073 100%	544 100%	318 100%	266 100%	921 100%	649 100%	687 100%	736 100%	1251 100%	822 100%	685 100%	1388 100%	590 100%	1483 100%	1389 100%	653 100%	945 100%	1128 100%	364 100%	252 100%	1233 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Base: All Respondents

Q5 When in the shower, do you spend more time facing the water or facing away from the water?

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
Prefer To Face In Or Away From Water (Net)	1186 57%	220 67% CDE	326 56%	272 54%	333 56%	261 52%	280 55%	334 59% F	308 63%
Facing the water	605 29%	120 36% DE	170 29%	129 25%	165 28%	147 29%	168 33%	142 25%	147 30%
Facing away from the water	580 28%	100 30%	156 27%	143 28%	168 28%	113 23%	112 22%	191 34% F	161 33% G
Both equally	870 42%	105 32%	251 43% B	233 46% B	252 42% B	241 48% H	223 44% I	227 40%	174 36%
NA - I do not take showers.	17 1%	4 1%	5 1%	* *	8 1% D	1	3 1%	6 1%	7 1%
Sigma	2073 100%	330 100%	581 100%	505 100%	593 100%	503 100%	507 100%	567 100%	488 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Base: Prefer To Face In Or Away From Water

Q5 When in the shower, do you spend more time facing the water or facing away from the water?

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1183	653	525	311	171	171	210	320	177	91	88	120	177	132	80	82	88	143	268	453	229	233
Weighted Base	1186	642	541	377	193	173	183	260	206	97*	91*	96*	152	170*	95*	82*	86*	108	217	434	240	294
Facing the water	605 51%	290 45%	315 58%	211 56% G	96 50% G	85 49%	71 39%	142 55% G	104 50% L	40 42%	38 41%	34 35%	74 49% L	107 63% Q	56 58% J	48 58%	37 43%	68 63% QM	113 52%	215 50%	113 47%	165 56%
Facing away from the water	580 49%	352 55% C	226 42%	166 44%	97 50%	88 51%	112 61% DEH	118 45%	102 50%	57 58% O	54 59%	62 65% IM	78 51% R	63 37%	40 42%	34 42%	49 57% NR	40 37%	105 48%	219 50%	128 53%	129 44%
Sigma	1186 100%	642 100%	541 100%	377 100%	193 100%	173 100%	183 100%	260 100%	206 100%	97 100%	91 100%	96 100%	152 100%	170 100%	95 100%	82 100%	86 100%	108 100%	217 100%	434 100%	240 100%	294 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
Overlap formulae used. * small base

Base: Prefer To Face In Or Away From Water

Q5 When in the shower, do you spend more time facing the water or facing away from the water?

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
Unweighted Base	1183	337	234	149	452	309	355	519	699	484	345	838	307	876	788	382	611	572	164	152	758	
Weighted Base	1186	310	183	143	539	361	393	432	725	461	397	788	333	853	793	372	526	660	211	131	707	
Facing the water	605 51%	175 57% D	90 49%	58 40%	277 51% D	190 53%	217 55% H	198 46%	363 50%	242 53%	201 51%	405 51%	167 50%	438 51%	393 50%	198 53%	256 49%	349 53%	104 49%	102 77% SU	315 45%	
Facing away from the water	580 49%	135 43%	93 51%	85 60% BE	262 49%	171 47%	176 45%	233 54% G	361 50%	219 47%	196 49%	384 49%	166 50%	414 49%	400 50%	174 47%	269 51%	311 47%	107 51% T	30 23%	392 55% T	
Sigma	1186 100%	310 100%	183 100%	143 100%	539 100%	361 100%	393 100%	432 100%	725 100%	461 100%	397 100%	788 100%	333 100%	853 100%	793 100%	372 100%	526 100%	660 100%	211 100%	131 100%	707 100%	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Base: Prefer To Face In Or Away From Water

Q5 When in the shower, do you spend more time facing the water or facing away from the water?

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	1183	181	280	280	405	301	224	390	263
Weighted Base	1186	220	326	272	333	261	280	334	308
Facing the water	605 51%	120 54%	170 52%	129 47%	165 49%	147 57% H	168 60% I	142 43%	147 48%
Facing away from the water	580 49%	100 46%	156 48%	143 53%	168 51%	113 43%	112 40%	191 57% F	161 52% G
Sigma	1186 100%	220 100%	326 100%	272 100%	333 100%	261 100%	280 100%	334 100%	308 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Base: All Respondents

Q6 When in the shower, at which temperature do you prefer the water to be?

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
Cold	32 2%	12 1%	20 2%	16 3% GH	8 2% H	6 2% H	1	1	6 2%	3 2%	3 2% M	-	-	10 3% R	5 3%	3 2%	1 1%	1	4 1%	9 1%	9 2%	10 2%
Room temperature	90 4%	33 3%	57 6% B	45 8% GH	18 5% GH	17 5% GH	5 1%	5 1%	17 6% LM	6 4%	3 2%	2 1%	5 2%	28 9% QR	12 7% QR	14 9% QRK	2 1%	*	17 5%	39 5%	12 3%	22 5%
A little warm	493 24%	209 20%	282 28% B	146 24%	89 25%	82 25%	77 23%	99 21%	57 19%	39 23%	37 23%	33 19%	42 17%	87 29% I	49 28%	45 28%	44 27%	57 27% M	90 25%	187 23%	96 23%	120 25%
Very warm	1078 52%	550 52%	527 52%	266 44%	171 49%	151 47%	203 61% DEF	287 62% DEF	123 42%	84 48%	79 49%	106 42% IJK	158 62% IJK	142 48%	87 49%	72 45%	96 59% NP	129 61% NOP	195 54%	390 49%	225 53%	268 55%
As hot as I can tolerate	362 17%	240 23% C	120 12%	124 21% GH	62 18%	66 21% GH	45 13%	66 14%	90 30% LMN	39 23% O	40 25%	27 16%	43 17%	30 10%	22 13%	26 16%	18 11%	23 11%	53 15%	167 21% SV	76 18%	67 14%
NA - I do not take showers.	17 1%	13 1%	5	5 1%	4 1%	-	1	7 2% F	4 1%	3 2%	-	1	6 2%	1	1	-	*	2 1%	3 1%	8 1%	7 2% V	-
Sigma	2073 100%	1056 100%	1010 100%	601 100%	352 100%	322 100%	333 100%	466 100%	297 100%	175 100%	162 100%	168 100%	254 100%	300 100%	177 100%	160 100%	162 100%	212 100%	362 100%	800 100%	424 100%	487 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
Overlap formulae used.

Base: All Respondents

Q6 When in the shower, at which temperature do you prefer the water to be?

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
Cold	32 2%	12 2% C	1 3%	3 1%	15 2%	10 2%	11 2%	10 1%	22 2%	10 1%	21 3% L	11 1%	13 2%	19 1%	17 1%	15 2%	14 1%	18 2%	17 5% TU	1 3%	14 1%
Room temperature	90 4%	36 7% D	11 3%	5 2%	38 4%	26 4%	28 4%	35 5%	56 4%	34 4%	43 6% L	47 3%	44 7% N	46 3%	51 4%	35 5%	36 4%	54 5%	22 6% U	12 5%	36 3%
A little warm	493 24%	128 23% E	93 29% E	58 22%	203 22%	162 25%	176 26%	155 21%	308 25%	185 22%	155 23%	338 24%	135 23%	358 24%	329 24%	156 24%	201 21%	291 26% Q	99 27%	64 26%	269 22%
Very warm	1078 52%	250 46%	147 46% BC	147 55% BC	525 57% BC	311 48%	342 50%	425 58% FG	635 51%	444 54%	317 46%	761 55% K	283 48%	796 54% M	736 53%	333 51%	539 57% R	539 48%	163 45%	110 44%	698 57% ST
As hot as I can tolerate	362 17%	112 21% E	64 20% E	51 19%	134 15%	131 20% H	124 18%	107 14%	226 18%	137 17%	143 21% L	220 16%	114 19%	248 17%	246 18%	110 17%	149 16%	213 19%	61 17%	62 25% SU	204 17%
NA - I do not take showers.	17 1%	6 1%	3 1%	2 1%	6 1%	8 1%	5 1%	5 1%	4 1%	13 2% I	7 1%	11 1%	2 1%	15 1%	10 1%	4 1%	6 1%	12 1%	2 1%	3 1%	11 1%
Sigma	2073 100%	544 100%	318 100%	266 100%	921 100%	649 100%	687 100%	736 100%	1251 100%	822 100%	685 100%	1388 100%	590 100%	1483 100%	1389 100%	653 100%	945 100%	1128 100%	364 100%	252 100%	1233 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
Overlap formulae used.

Base: All Respondents

Q6 When in the shower, at which temperature do you prefer the water to be?

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
Cold	32 2%	13 4% E	11 2% E	7 1% E	1 *	8 2%	12 2%	8 1%	4 1%
Room temperature	90 4%	24 7% E	36 6% E	24 5% E	7 1%	26 5% H	31 6%	13 2%	20 4%
A little warm	493 24%	86 26%	140 24%	124 25%	129 22%	126 25% H	157 31% I	98 17%	111 23% H
Very warm	1078 52%	138 42%	273 47%	259 51% B	369 62% BCD	282 56% G	245 48%	315 56% J	235 48%
As hot as I can tolerate	362 17%	64 19% E	117 20% E	91 18%	79 13%	61 12%	59 12%	128 23% F	112 23% G
NA - I do not take showers.	17 1%	4 1%	5 1%	* *	8 1% D	1 *	3 1%	6 1%	7 1%
Sigma	2073 100%	330 100%	581 100%	505 100%	593 100%	503 100%	507 100%	567 100%	488 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Fielding Period: February 27 - 29, 2024
 Harris Poll
 Weighted To The U.S. General Adult Population

10 Apr 2024
 Table 22

Base: All Respondents

Q7 Which of the following items do you currently have in your shower? Please select all that apply.

	Gender		Age					Woman Age					Man Age					Region				
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
Shampoo	1912 92%	982 93%	924 91%	534 89%	326 93%	306 95% D	315 95% D	431 92%	263 89%	164 94%	157 97% I	161 96%	237 93%	267 89%	163 92%	149 93%	152 94%	194 91%	335 93%	722 90%	395 93%	459 94%
Body soap	1806 87%	935 89%	867 86%	514 85%	305 87%	277 86% D	304 92% DF	406 87%	266 90% N	154 88%	139 86%	155 92%	220 87%	245 82%	150 85%	138 86%	147 91% N	186 88%	308 85%	691 86%	377 89%	430 88%
Conditioner	1563 75%	913 87% C	645 64%	487 81% EGH	261 74% H	269 84% EGH	243 73% H	303 65% H	258 87% N	149 85% O	151 93% JMP	150 89% MQ	205 81% R	227 63% OQR	111 63% R	118 74% QR	91 56% R	98 46% R	278 77% R	578 72% R	320 75% R	387 79% T
Razor	1117 54%	721 68% C	393 39%	332 55% H	212 60% H	214 66% DGH	183 55% H	176 38%	209 70% MN	131 75% MO	128 79% MP	117 70% MQ	136 53% R	122 41% R	81 46% R	86 53% NQR	64 40% R	40 19%	195 54%	431 54%	232 55%	259 53%
Washcloth	1106 53%	565 53%	539 53%	302 50%	165 47%	175 54%	182 55%	282 61% DE	152 51%	82 47%	80 49%	94 56%	157 62% LJK	149 50%	83 47%	95 47%	87 53%	125 59% O	174 48%	455 57% S	221 52%	256 53%
Face wash	1012 49%	603 57% C	407 40%	380 63% GH	196 56% GH	180 56% GH	118 35% H	138 30% JKLMN	219 74% LM	104 60% LM	100 61% LM	81 48% Q	100 39% R	160 53% QR	92 52% QR	80 50% QR	37 23% R	38 18% R	183 51% R	395 49% R	207 49% R	227 47% R
Loofah	837 40%	506 48% C	327 32%	277 46% GH	149 42% H	150 46% GH	123 37% H	139 30% M	150 50% MO	89 51% MP	86 53% MP	81 48% Q	100 39% R	124 41% QR	59 34% QR	63 39% QR	42 26% R	39 18% R	133 37% R	319 40% R	183 43% R	203 42% R
Shaving cream	654 32%	398 38% C	256 25%	231 38% GH	147 42% GH	122 38% GH	89 27% H	65 14% LMN	146 49% LM	81 46% LMP	71 44% M	51 30% M	49 28% R	84 28% R	66 37% R	50 32% R	39 24% R	16 8% R	114 31% R	270 34% R	123 29% R	147 30% R
Mirror	381 18%	163 15% B	216 21% B	169 28% FGH	76 22% GH	63 20% H	49 15% H	24 5% H	72 24% LM	28 16% M	25 15% M	25 15% M	14 5% M	96 32% QR	48 27% QRJ	38 24% R	24 15% R	10 5% R	74 20% R	139 17% R	78 18% R	90 19% R
Hairbrush	355 17%	196 19%	158 16%	182 30% EFGH	74 21% FGH	44 14% GH	27 8% H	28 6% JKLM	98 33% M	36 20% M	23 14% M	20 12% Q	18 7% PQR	82 27% QR	38 13% QR	21 13% QR	7 4% R	10 5% R	73 20% R	140 18% R	61 14% R	81 17% R
Radio	178 9%	87 8%	90 9%	85 14% FGH	38 11% GH	27 8% H	18 5% H	9 2% KLM	46 15% M	15 8% M	11 7% M	9 6% M	6 2% M	38 13% QR	24 13% QR	16 10% R	9 5% R	3 1% R	29 8% R	71 9% R	42 10% R	36 7% R
Other	135 7%	62 6%	71 7%	27 5% FGH	12 4% GH	21 6% GH	39 12% DEF	36 8% E	9 3% F	7 4% F	9 5% F	16 9% I	21 8% I	17 6% I	5 3% I	12 7% NOR	23 14% NOR	15 7% NOR	13 4% NOR	46 6% NOR	35 8% S	41 8% S
NA - I do not take showers.	17 1%	13 1%	5 1%	5 1%	4 1%	-	1	7 2% F	4 1%	3 2%	-	1	6 2%	1	1	-	2 1%	3 1%	8 1%	7 2% V	-	-
Sigma	11074 534%	6144 582%	4897 485%	3525 587%	1965 559%	1847 573%	1692 509%	2043 439%	1891 637%	1042 597%	980 605%	962 571%	1268 500%	1613 539%	922 522%	866 541%	721 445%	775 366%	1912 528%	4265 533%	2281 538%	2615 537%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used.

Fielding Period: February 27 - 29, 2024
 Harris Poll
 Weighted To The U.S. General Adult Population

10 Apr 2024
 Table 23

Base: All Respondents

Q7 Which of the following items do you currently have in your shower? Please select all that apply.

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
Shampoo	1912 92%	479 88%	301 95% B	244 92%	867 94% B	583 90%	639 93%	690 94% F	1161 93%	751 91%	630 92%	1282 92%	546 93%	1366 92%	1295 93%	595 91%	899 95% R	1012 90%	342 94% T	192 76%	1175 95% T
Body soap	1806 87%	455 83%	272 86%	237 89%	822 89% B	550 85%	594 86%	662 90% F	1095 88%	711 86%	601 88%	1205 87%	513 87%	1293 87%	1212 87%	569 87%	840 89%	966 86%	311 85%	222 88%	1088 88%
Conditioner	1563 75%	374 69%	256 80% B	204 77% B	711 77% B	481 74%	538 78%	543 74%	975 78%	587 71%	555 81% B	1007 73%	482 82% B	1080 73%	1041 75%	503 77%	716 76%	846 75%	310 85% TU	155 62%	914 74% T
Razor	1117 54%	257 47%	173 54%	145 55%	532 58% B	333 51%	391 57%	393 53%	722 58% J	395 48%	431 49%	686 49%	390 66% N	727 49%	759 55%	348 53%	539 57% R	578 51%	239 88% TU	108 43%	661 54% T
Washcloth	1106 53%	301 55% E	190 60% E	150 56%	453 49%	363 56% H	398 58% H	345 47%	632 51%	474 58% I	363 53%	743 54%	301 51%	805 54%	733 53%	358 55%	482 51%	624 55%	188 52%	195 78% SU	620 50%
Face wash	1012 49%	247 45%	143 45%	128 48%	483 52% BC	322 50%	328 48%	361 49%	688 55% J	323 39%	435 63% L	577 42%	380 64% N	632 43%	666 48%	334 51%	451 48%	561 50%	222 61% U	142 56% U	517 42%
Loofah	837 40%	204 38%	128 40%	118 44%	376 41%	287 44% H	273 40%	277 38%	548 44% J	289 35%	319 47% L	518 37%	266 45% N	571 39%	558 40%	271 42%	371 39%	466 41%	164 45% T	82 32%	497 40% T
Shaving cream	654 32%	147 27%	91 29%	80 30%	329 36% BC	202 31%	228 33%	224 30%	459 37% J	195 24%	294 43% L	361 26%	265 45% N	389 26%	447 32%	204 31%	308 33%	346 31%	148 41% U	80 32%	367 30% T
Mirror	381 18%	107 20%	48 15%	40 15%	184 20%	133 20%	113 16%	135 18%	267 21% J	115 14%	169 25% L	212 15%	144 24% N	237 16%	241 17%	137 21%	165 18%	216 19%	99 27% U	59 23% U	170 14%
Hairbrush	355 17%	118 22% CDE	50 16%	36 13%	148 16%	148 23% GH	106 15%	101 14%	237 19% J	118 14%	171 25% L	184 13%	136 23% N	219 15%	210 15%	144 22% O	129 14%	226 20% Q	101 28% U	62 25% U	135 11%
Radio	178 9%	50 9%	32 10%	17 6%	72 8%	71 11% H	57 8%	50 7%	113 9%	64 8%	79 12% L	98 7%	73 12% N	105 7%	105 8%	69 11% O	61 6%	117 10% Q	44 12% U	30 12% U	84 7%
Other	135 7%	34 6%	12 4%	18 7%	70 8% C	33 5%	56 8%	47 6%	74 6%	61 7%	22 3% K	113 8% K	18 3% M	117 8% M	99 7%	32 5%	60 6%	75 7%	14 4% S	21 8% S	85 7%
NA - I do not take showers.	17 1%	6 1%	3 1%	2 1%	6 1%	8 1%	5 1%	5 1%	4 1%	13 2% I	7 1%	11 1%	2 1%	15 1%	10 1%	4 1%	6 1%	12 1%	2 1%	3 1%	11 1%
Sigma	11074 534%	2779 510%	1698 534%	1418 533%	5052 548%	3514 541%	3727 542%	3832 520%	6976 558%	4097 498%	4076 595%	6998 504%	3517 596%	7557 510%	7376 531%	3569 547%	5030 532%	6044 536%	2182 600%	1349 536%	6323 513%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Base: All Respondents

Q7 Which of the following items do you currently have in your shower? Please select all that apply.

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
Shampoo	1912 92%	292 89%	527 91%	481 95% BC	553 93% B	474 94% G	450 89%	542 96% I	439 90%
Body soap	1806 87%	272 82%	511 88%	444 88%	527 89% B	445 88%	422 83%	509 90%	426 87%
Conditioner	1563 75%	265 80% E	451 78% E	408 81% E	400 67%	320 64%	325 64%	505 89% IF	408 84% G
Razor	1117 54%	169 51%	349 60% BE	318 63% BE	264 44%	211 42%	182 36%	411 72% IF	310 63% G
Washcloth	1106 53%	159 48%	294 51%	256 51%	357 60% BCD	266 53%	273 54%	290 51%	275 56%
Face wash	1012 49%	213 65% DE	341 59% DE	260 51% E	183 31%	205 41%	202 40%	336 59% F	268 55% G
Loofah	837 40%	148 45% E	256 44% E	237 47% E	179 30%	162 32%	165 33%	276 49% F	230 47% G
Shaving cream	654 32%	128 39% E	230 40% E	185 37% E	105 18%	145 29% G	110 22%	217 38% F	181 37% G
Mirror	381 18%	95 29% DE	144 25% DE	91 18% E	49 8%	102 20%	114 22% I	93 16%	71 14%
Hairbrush	355 17%	118 36% CDE	130 22% DE	67 13% E	36 6%	76 15%	82 16%	91 16%	105 22% H
Radio	178 9%	56 17% CDE	64 11% E	41 8% E	16 3%	39 8%	51 10%	37 7%	50 10%
Other	135 7%	11 3%	25 4%	34 7%	63 11% BCD	32 6%	40 8%	36 6%	26 5%
NA - I do not take showers.	17 1%	4 1%	5 1%	*	8 1% D	1	3 1%	6 1%	7 1%
Sigma	11074 534%	1930 586%	3325 572%	2822 558%	2740 462%	2478 492%	2419 477%	3349 590%	2795 572%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Base: All Respondents

Q8 Do you usually brush your teeth before or after your shower?

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
Before I shower	717 35%	358 34%	359 36%	200 33%	124 35%	120 37%	113 34%	160 34%	102 34%	54 31%	62 38%	50 30%	90 35%	98 33%	70 40%	58 36%	62 38%	70 33%	143 39%	264 33%	136 32%	175 36%
In the shower	196 9%	88 8%	105 10%	107 18% EFGH	29 8% H	32 10% GH	17 5% H	10 2%	49 16% JLM	14 8% M	15 9% LM	6 4%	3 1%	55 18% OQR	15 9% R	17 10% R	11 7%	7 3%	42 12%	74 9%	32 8%	47 10%
After I shower	1143 55%	597 57%	542 54%	289 48%	194 55%	171 53%	201 60% D	288 62% DF	143 48%	104 60% I	85 52%	111 66% IKQ	154 61% I	145 48%	90 51%	86 54%	88 54%	133 63% NO	175 48%	454 57% S	249 59% S	265 54%
NA - I do not take showers.	17 1%	13 1%	5 *	5 1%	4 1%	- -	1 *	7 2% F	4 1%	3 2%	- -	1 *	6 2%	1 *	1 1%	- -	* *	2 1%	3 1%	8 1%	7 2% V	- -
Sigma	2073 100%	1056 100%	1010 100%	601 100%	352 100%	322 100%	333 100%	466 100%	297 100%	175 100%	162 100%	168 100%	254 100%	300 100%	177 100%	160 100%	162 100%	212 100%	362 100%	800 100%	424 100%	487 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used.

Base: All Respondents

Q8 Do you usually brush your teeth before or after your shower?

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
Before I shower	717 35%	180 33%	101 32%	81 30%	351 38% D	240 37% G	194 28% G	283 38% G	438 35% 34%	279 34%	271 40% L	446 32% L	231 39% N	486 33% N	482 35% 35%	227 35% 36%	344 36% 33%	374 33% 34%	124 34% 34%	99 39% U	397 32% U
In the shower	196 9%	75 14% DE	35 11%	18 7%	67 7% D	78 12% H	72 10% H	45 6% 6%	131 11% 8%	64 8%	83 12% L	112 8% 8%	82 14% N	113 8% 8%	109 8% 8%	78 12% O	63 7% 7%	132 12% Q	66 18% U	31 12% U	82 7% 7%
After I shower	1143 55%	283 52%	180 57%	164 62% BE	497 54%	323 50%	416 61% F	404 55%	677 54%	466 57%	324 47%	819 59% K	275 47% M	868 59% M	787 57%	344 53%	532 56%	610 54%	172 47%	119 47%	743 60% ST
NA - I do not take showers.	17 1%	6 1%	3 1%	2 1%	6 1%	8 1%	5 1%	5 1%	4 1%	13 2% I	7 1%	11 1%	2 1%	15 1%	10 1%	4 1%	6 1%	12 1%	2 1%	3 1%	11 1%
Sigma	2073 100%	544 100%	318 100%	266 100%	921 100%	649 100%	687 100%	736 100%	1251 100%	822 100%	685 100%	1388 100%	590 100%	1483 100%	1389 100%	653 100%	945 100%	1128 100%	364 100%	252 100%	1233 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Base: All Respondents

Q8 Do you usually brush your teeth before or after your shower?

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
Before I shower	717 35%	107 32%	203 35%	178 35%	206 35%	190 38%	169 33%	189 33%	169 35%
In the shower	196 9%	62 19% DE	73 13% DE	41 8% E	20 3%	41 8%	64 13%	38 7%	50 10%
After I shower	1143 55%	157 48%	301 52%	285 56% B	359 61% BC	271 54%	271 53%	335 59%	263 54%
NA - I do not take showers.	17 1%	4 1%	5 1%	* *	8 1% D	1	3 1%	6 1%	7 1%
Sigma	2073 100%	330 100%	581 100%	505 100%	593 100%	503 100%	507 100%	567 100%	488 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Base: All Respondents

Q9 What do you typically wash first when you get into the shower?

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
My hair	914 44%	491 47%	420 42%	231 38%	152 43%	154 48% D	167 50% D	210 45%	130 44% N	84 48%	81 50%	88 52%	108 42%	100 33%	67 38%	73 46% N	78 48% N	102 48% N	171 47%	345 43%	197 47%	200 41%
My body	503 24%	203 19%	299 30% B	186 31% EFGH	75 21%	67 21%	75 22%	101 22%	80 27% JKLM	23 13%	26 16%	27 16%	47 19%	105 35% R	52 29% J	42 26%	48 29% L	53 25%	103 29% U	192 24%	81 19%	127 26% U
My face	476 23%	283 27% C	191 19%	118 20%	101 29% DG	78 24%	68 20%	110 24%	62 21%	59 34% I	44 27%	43 25% Q	76 30% IR	55 18%	43 24%	34 21%	25 16%	34 16%	55 15%	194 24% S	109 26% S	118 24% S
No specific order	162 8%	66 6%	95 9% B	61 10% E	20 6%	23 7%	21 6%	37 8%	22 7%	6 3%	12 7%	10 6%	16 6%	39 13%	14 8%	11 7%	10 6%	21 10%	30 8%	61 8%	30 7%	42 9%
NA - I do not take showers.	17 1%	13 1%	5	5 1%	4 1%	-	1	7 2% F	4 1%	3 2%	-	1	6 2%	1	1	-	*	2 1%	3 1%	8 1%	7 2% V	-
Sigma	2073 100%	1056 100%	1010 100%	601 100%	352 100%	322 100%	333 100%	466 100%	297 100%	175 100%	162 100%	168 100%	254 100%	300 100%	177 100%	160 100%	162 100%	212 100%	362 100%	800 100%	424 100%	487 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
Overlap formulae used.

Base: All Respondents

Q9 What do you typically wash first when you get into the shower?

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
My hair	914 44%	198 36%	145 45% B	138 52% B	426 46% B	251 39%	305 44%	358 49% F	576 46%	339 41%	295 43%	619 45%	250 42%	665 45%	653 47% P	256 39%	473 50% R	441 39%	159 44% T	23 9%	611 50% T
My body	503 24%	156 29% DE	77 24%	56 21%	207 22%	160 25%	169 25%	174 24%	309 25%	194 24%	166 24%	337 24%	152 26%	350 24%	316 23%	180 28% O	198 21%	305 27% Q	105 29% U	93 37% U	256 21%
My face	476 23%	136 25%	63 20%	51 19%	220 24%	164 25%	160 23%	152 21%	287 23%	190 23%	163 24%	313 23%	149 25%	327 22%	317 23%	149 23%	213 23%	263 23%	74 20%	105 42% SU	262 21%
No specific order	162 8%	49 9%	31 10%	19 7%	62 7%	67 10% H	48 7%	48 6%	76 6%	87 11% I	55 8%	107 8%	37 6%	125 8%	93 7%	65 10% O	56 6%	107 9% Q	23 6%	29 11%	93 8%
NA - I do not take showers.	17 1%	6 1%	3 1%	2 1%	6 1%	8 1%	5 1%	5 1%	4 *	13 2% I	7 1%	11 1%	2 *	15 1%	10 1%	4 1%	6 1%	12 1%	2 1%	3 1%	11 1%
Sigma	2073 100%	544 100%	318 100%	266 100%	921 100%	649 100%	687 100%	736 100%	1251 100%	822 100%	685 100%	1388 100%	590 100%	1483 100%	1389 100%	653 100%	945 100%	1128 100%	364 100%	252 100%	1233 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
Overlap formulae used.

Base: All Respondents

Q9 What do you typically wash first when you get into the shower?

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
My hair	914 44%	116 35%	247 42%	249 49% B	276 46% B	237 47% G	184 36%	289 51% I	203 42%
My body	503 24%	118 36% CDE	134 23%	106 21%	130 22%	144 29% H	156 31% I	90 16%	113 23% H
My face	476 23%	57 17%	151 26% B	114 22%	142 24% B	88 18%	103 20%	157 28% F	126 26%
No specific order	162 8%	35 11% E	44 8%	37 7%	37 6%	33 7%	62 12% F	26 5%	40 8% H
NA - I do not take showers.	17 1%	4 1%	5 1%	* *	8 1% D	1	3 1%	6 1%	7 1%
Sigma	2073 100%	330 100%	581 100%	505 100%	593 100%	503 100%	507 100%	567 100%	488 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Q10 How much do you agree or disagree with each of the following statements?

Summary Of Strongly/Somewhat Agree

Base: All Respondents

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
I have stepped out of the shower naked and dripping wet to get something I forgot (e.g., towel, soap).	1424 69%	735 70%	684 68%	454 76% GH	261 74% GH	226 70% H	214 64%	269 58%	230 78% LM	123 71% M	118 73% M	113 67%	150 59%	221 74% QR	137 78% QR	108 68% R	99 61%	118 56%	236 65%	582 73% SV	291 69%	315 65%
I use a fresh towel every time I take a shower.	954 46%	475 45%	476 47%	328 55% GH	185 53% GH	162 50% GH	99 30%	180 39% G	153 52% LM	78 45% L	82 50% L	56 33%	105 41%	172 57% QR	107 60% QRJ	80 50% QR	43 26%	75 35%	176 48%	374 47%	192 45%	212 43%
I usually listen to music while in the shower.	769 37%	375 36%	391 39%	384 64% EFGH	169 45% FGH	114 35% GH	72 22% H	40 8%	195 66% JKLM	69 40% LM	47 29% M	38 23% M	25 10%	186 62% PQR	90 51% QR	67 42% QRK	34 21% R	14 7%	135 37%	317 40%	149 35%	168 35%
I sing in the shower.	768 37%	381 36%	384 38%	340 57% FGH	171 49% FGH	115 36% GH	73 22% H	69 15%	172 58% JKLM	75 43% LM	56 35% M	41 24% M	36 14%	167 56% PQR	95 54% PQR	58 37% QR	31 19%	33 15%	120 33%	314 39%	144 34%	191 39%
I sometimes run out of hot water while taking a shower.	577 28%	265 25%	311 31% B	275 46% EFGH	132 38% FGH	81 25% GH	44 13%	43 9%	131 44% JKLM	56 32% KLM	30 19% M	26 15% M	21 8%	143 48% PQR	76 43% QR	51 32% QRK	18 11%	22 10%	92 25%	255 32% SV	109 26%	121 25%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
Overlap formulae used.

Q10 How much do you agree or disagree with each of the following statements?
Summary Of Strongly/Somewhat Agree

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
I have stepped out of the shower naked and dripping wet to get something I forgot (e.g., towel, soap).	1424 69%	364 67%	208 65%	191 72%	646 70%	438 67%	468 68%	518 70%	906 72%	518 63%	492 72%	932 67%	426 72%	998 67%	946 68%	463 71%	641 68%	783 69%	254 70%	184 73%	848 69%
I use a fresh towel every time I take a shower.	954 46%	296 54% DE	167 52% E	121 45%	356 39%	365 56% GH	314 46% H	275 37%	579 46%	375 46%	375 55% L	579 42%	319 54% N	635 43%	581 42%	352 54% O	367 39%	587 52% Q	206 57% U	153 61% U	514 42%
I usually listen to music while in the shower.	769 37%	248 46% ODE	121 38%	95 36%	292 32%	300 46% GH	247 36% H	222 30%	521 42% J	248 30%	340 50% L	429 31%	301 51% N	468 32%	435 31%	322 49% O	273 29%	496 44% Q	197 54% U	146 58% U	340 28%
I sing in the shower.	768 37%	243 45% CDE	112 35%	91 34%	309 34%	286 44% GH	229 33% H	252 34%	516 41%	252 31%	358 52% L	409 29%	314 53% N	454 31%	450 32%	305 47% O	303 32%	464 41% Q	192 53% U	153 61% U	326 26%
I sometimes run out of hot water while taking a shower.	577 28%	200 37% CE	91 29% E	83 31% E	194 21%	244 38% GH	189 27% H	144 20%	393 31% J	184 22%	255 37% L	322 23%	209 35% N	368 25%	326 23%	236 36% O	183 19%	394 35% Q	155 43% U	102 40% U	257 21%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
Overlap formulae used.

Q10 How much do you agree or disagree with each of the following statements?
Summary Of Strongly/Somewhat Agree

Base: All Respondents

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
I have stepped out of the shower naked and dripping wet to get something I forgot (e.g., towel, soap).	1424 69%	239 73% E	447 77% DE	345 68% E	368 62%	327 65%	357 70%	412 73% IF	323 66%
I use a fresh towel every time I take a shower.	954 46%	177 54% DE	314 54% DE	228 45% E	205 35%	209 42%	267 53% F	224 40%	251 51% H
I usually listen to music while in the shower.	769 37%	230 70% CDE	297 51% DE	170 34% E	71 12%	153 30%	238 47% F	184 32%	192 39% H
I sing in the shower.	768 37%	195 59% DE	296 51% DE	168 33% E	103 17%	171 34%	214 42% F	191 34%	189 39%
I sometimes run out of hot water while taking a shower.	577 28%	151 46% DE	244 42% DE	113 22% E	63 11%	114 23%	197 39% FI	116 20%	149 30% H

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Q10 How much do you agree or disagree with each of the following statements?
Summary Of Strongly/Somewhat Disagree

Base: All Respondents

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
I sometimes run out of hot water while taking a shower.	1479 71%	778 74% C	695 69%	321 53%	215 61%	241 75% DE	287 86% DEF	415 89% DEF	162 55%	116 66% I	132 81% IJP	142 84% IJ	226 89% IJK	155 52%	99 56%	109 68% N	143 88% NOP	188 89% NOP	268 74% T	537 67%	308 73%	366 75% T
I sing in the shower.	1288 62%	662 63%	622 62%	256 43%	176 50%	208 64% DE	258 78% DEF	389 84% DEFG	121 41%	96 55% I	106 65% I	127 75% IJ	212 84% IJKL	131 44%	80 45%	102 63% NO	131 81% NOP	178 84% NOP	240 66%	478 60%	274 65%	296 61%
I usually listen to music while in the shower.	1286 62%	667 63%	615 61%	212 35%	188 54% D	208 65% DE	259 78% DEF	419 90% DEFG	98 33%	103 59% I	115 71% IJP	129 77% IJ	222 88% IJKL	112 37%	85 48%	93 58% N	128 79% NOP	196 83% NOPQ	224 62%	475 59%	269 63%	319 65%
I use a fresh towel every time I take a shower.	1102 53%	568 54%	530 52%	268 45%	162 46%	161 50% DEFH	232 70% DEF	278 60% DEF	140 47%	94 54% O	80 50% IJK	111 66% IJK	143 56% IJK	126 42%	69 39%	80 50% NOP	119 73% NOP	136 64% NOP	184 51%	418 52%	225 53%	275 57%
I have stepped out of the shower naked and dripping wet to get something I forgot (e.g., towel, soap).	632 30%	308 29%	322 32%	142 24%	87 25%	96 30% DE	117 35% DE	190 41% DEF	63 21%	49 28% I	44 27% IJK	54 32% IJK	97 38% IJK	78 26%	38 22%	52 32% NOP	62 38% NOP	92 43% NOP	123 34% T	209 26%	127 30%	172 35% T

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
Overlap formulae used.

Q10 How much do you agree or disagree with each of the following statements?

Summary Of Strongly/Somewhat Disagree

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
I sometimes run out of hot water while taking a shower.	1479 71%	338 62%	224 71% B	181 68%	721 78% BCD	398 61%	493 72% F	588 80% FG	853 68%	626 76% I	424 62%	1055 76% K	379 64%	1100 74% M	1052 76% P	414 63%	757 80% R	722 64%	207 57%	147 59%	964 78% ST
I sing in the shower.	1288 62%	295 54%	203 64% B	173 65% B	607 66% B	355 55%	453 66% F	480 65% F	731 58%	557 68% I	320 47%	968 70% K	274 46%	1013 68% M	929 67% P	345 53%	636 67% R	652 58%	169 47%	96 38%	896 73% ST
I usually listen to music while in the shower.	1286 62%	290 53%	194 61% B	168 63% B	624 68% BC	341 53%	435 63% F	510 69% FG	725 58%	561 68% I	338 49%	948 70% K	287 49%	999 67% M	944 68% P	327 50%	667 71% R	620 55%	165 45%	103 41%	882 72% ST
I use a fresh towel every time I take a shower.	1102 53%	242 44%	148 47%	143 54% B	559 61% BC	277 43%	368 54% F	457 62% FG	667 53%	435 53%	304 44%	798 57% K	269 46%	832 56% M	797 57% P	298 46%	572 61% R	530 47%	156 43%	96 38%	708 57% ST
I have stepped out of the shower naked and dripping wet to get something I forgot (e.g., towel, soap).	632 30%	174 32%	107 34%	73 27%	269 29%	204 31%	214 31%	213 29%	341 27%	291 35% I	186 27%	446 32%	162 28%	469 32%	433 31%	186 29%	298 32%	334 30%	108 30%	65 26%	373 30%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
Overlap formulae used.

Q10 How much do you agree or disagree with each of the following statements?
Summary Of Strongly/Somewhat Disagree

Base: All Respondents

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
I sometimes run out of hot water while taking a shower.	1479 71%	174 53%	333 57%	392 77%	522 88%	388 77%	307 60%	445 78%	333 68%
I sing in the shower.	1288 62%	130 40%	281 48%	337 67%	482 81%	331 66%	290 57%	370 65%	292 60%
I usually listen to music while in the shower.	1286 62%	95 29%	280 48%	335 66%	514 87%	349 69%	265 52%	377 67%	290 59%
I use a fresh towel every time I take a shower.	1102 53%	148 45%	263 45%	277 55%	380 64%	293 58%	237 47%	337 59%	231 47%
I have stepped out of the shower naked and dripping wet to get something I forgot (e.g., towel, soap).	632 30%	86 26%	129 22%	160 32%	217 37%	175 35%	147 29%	149 26%	159 32%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Q10_1 How much do you agree or disagree with each of the following statements?

I sometimes run out of hot water while taking a shower.

Base: All Respondents

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
Strongly/Somewhat Agree (Net)	577 28%	265 25%	311 31% B	275 46% EFGH	132 38% FGH	81 25% GH	44 13% H	43 9% I	131 44% JKLM	56 32% KLM	30 19% M	26 15% M	21 8% N	143 48% PQR	76 43% QR	51 32% QRK	18 11% R	22 10% S	92 25% SV	255 32% T	109 26% U	121 25% V
Strongly agree	172 8%	74 7%	97 10% B	90 15% EFGH	43 12% FGH	16 5% H	13 4% I	10 2% J	37 12% KLM	14 8% M	8 5% N	10 6% O	6 2% P	53 18% PQR	28 16% QR	8 5% QRK	4 2% R	4 2% S	29 8% T	77 10% U	30 7% V	36 7% W
Somewhat agree	405 20%	190 18%	213 21% C	185 31% EFGH	90 25% FGH	65 20% GH	31 9% H	34 7% I	95 32% JKLM	42 24% KLM	22 14% M	16 9% N	16 6% O	90 30% PQR	48 27% QR	43 27% QRK	15 9% R	18 8% S	62 17% T	178 22% U	80 19% V	84 17% W
Strongly/Somewhat Disagree (Net)	1479 71%	778 74% C	695 69% D	321 53% EFGH	215 61% FGH	241 75% GH	287 86% DEF	415 89% DEF	162 55% I	116 66% I	132 81% IJP	142 84% IJK	226 89% IJK	155 52% JKL	99 58% JKL	109 68% NOP	143 88% NOP	188 89% NOP	268 74% T	537 67% U	308 73% V	366 75% W
Somewhat disagree	395 19%	202 19% D	189 19% E	128 21% H	70 20% I	75 23% GH	54 16% H	68 15% I	58 20% J	35 20% K	37 23% L	35 21% M	37 15% N	66 22% Q	35 20% R	38 24% QR	20 12% QR	30 14% R	59 16% S	138 17% T	87 20% U	111 23% S
Strongly disagree	1084 52%	576 55% E	506 50% F	193 32% D	145 41% DE	166 52% DE	233 70% DEF	347 75% DEF	104 35% I	81 46% I	95 59% IJP	107 64% IJK	189 75% IJKL	89 30% JKL	64 36% KL	71 44% N	124 76% NOPL	158 74% NOP	208 58% T	399 50% U	222 52% V	255 52% W
N/A - I do not take showers	17 1%	13 1% F	5 1% G	5 1% H	4 1% I	- - J	1 - K	7 2% L	4 1% M	3 2% N	- - O	1 - P	6 2% Q	1 - R	1 - S	- - T	* - U	2 1% V	3 1% W	8 1% X	7 2% Y	- - Z
Sigma	2073 100%	1056 100%	1010 100%	601 100%	352 100%	322 100%	333 100%	466 100%	297 100%	175 100%	162 100%	168 100%	254 100%	300 100%	177 100%	160 100%	162 100%	212 100%	362 100%	800 100%	424 100%	487 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
Overlap formulae used.

Fielding Period: February 27 - 29, 2024
 Harris Poll
 Weighted To The U.S. General Adult Population

10 Apr 2024
 Table 38

Q10_1 How much do you agree or disagree with each of the following statements?

I sometimes run out of hot water while taking a shower.

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
Strongly/Somewhat Agree (Net)	577 28%	200 37% CE	91 29% E	83 31% E	194 21%	244 38% GH	189 27% H	144 20%	393 31% J	184 22%	255 37% L	322 23%	209 35% N	368 25%	326 23%	236 36% O	183 19%	394 35% Q	155 43% U	102 40% U	257 21%
Strongly agree	172 8%	60 11% E	26 8%	27 10% E	55 6%	78 12% GH	51 7%	43 6%	111 9%	60 7%	84 12% L	88 6%	58 10% N	114 8%	97 7%	74 11% O	47 5%	125 11% Q	53 14% U	38 15% U	69 6%
Somewhat agree	405 20%	140 26% E	65 20% E	56 21% E	139 15%	166 26% H	138 20% H	101 14%	281 22% J	123 15%	171 25% L	233 17%	151 26% N	254 17%	230 17%	162 25% O	136 14%	269 24% Q	102 28% U	64 25% U	188 15%
Strongly/Somewhat Disagree (Net)	1479 71%	338 62%	224 71% B	181 68%	721 78% BCD	398 61%	493 72% F	588 80% FG	853 68%	626 76% I	424 62%	1055 76% K	379 64%	1100 74% M	1052 76% P	414 63%	757 80% R	722 64%	207 57%	147 59%	964 78% ST
Somewhat disagree	395 19%	105 19% D	74 23% D	29 11%	183 20% D	119 18%	122 18%	154 21%	246 20%	149 18%	150 22%	245 18%	134 23% N	261 18%	256 18%	134 21%	179 19%	216 19%	57 16%	45 18%	230 19%
Strongly disagree	1084 52%	232 43% D	150 47% D	151 57% BC	538 58% BC	279 43%	371 54% F	434 59% F	608 49%	476 58% I	274 40%	810 58% K	245 42%	839 57% M	796 57% P	280 43%	578 61% R	506 45%	150 41%	102 41%	735 60% ST
N/A - I do not take showers	17 1%	6 1%	3 1%	2 1%	6 1%	8 1%	5 1%	5 1%	4 *	13 2% I	7 1%	11 1%	2 *	15 1%	10 1%	4 1%	6 1%	12 1%	2 1%	3 1%	11 1%
Sigma	2073 100%	544 100%	318 100%	266 100%	921 100%	649 100%	687 100%	736 100%	1251 100%	822 100%	685 100%	1388 100%	590 100%	1483 100%	1389 100%	653 100%	945 100%	1128 100%	364 100%	252 100%	1233 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Q10_1 How much do you agree or disagree with each of the following statements?

I sometimes run out of hot water while taking a shower.

Base: All Respondents

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
Strongly/Somewhat Agree (Net)	577 28%	151 46% DE	244 42% DE	113 22% E	63 11%	114 23%	197 39% FI	116 20%	149 30% H
Strongly agree	172 8%	58 17% DE	71 12% DE	30 6% E	13 2%	32 6%	65 13% F	34 6%	40 8%
Somewhat agree	405 20%	94 28% DE	173 30% DE	83 17% E	50 8%	82 16%	132 26% F	82 14%	108 22% H
Strongly/Somewhat Disagree (Net)	1479 71%	174 53%	333 57%	392 77% BC	522 88% BCD	388 77% G	307 60%	445 78% I	333 68% G
Somewhat disagree	395 19%	75 23% E	116 20% E	110 22% E	87 15%	91 18%	98 19%	113 20%	89 18%
Strongly disagree	1084 52%	100 30%	217 37%	282 56% BC	435 73% BCD	297 59% G	209 41%	332 58% I	244 50% G
N/A - I do not take showers	17 1%	4 1%	5 1%	* *	8 1% D	1	3 1%	6 1%	7 1%
Sigma	2073 100%	330 100%	581 100%	505 100%	593 100%	503 100%	507 100%	567 100%	488 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Q10_2 How much do you agree or disagree with each of the following statements?

I have stepped out of the shower naked and dripping wet to get something I forgot (e.g., towel, soap).

Base: All Respondents

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
Strongly/Somewhat Agree (Net)	1424 69%	735 70%	684 68%	454 76% GH	261 74% GH	226 70% H	214 64% H	269 58% H	230 78% LM	123 71% M	118 73% M	113 67% M	150 59% M	221 74% QR	137 78% QR	108 68% R	99 61% R	118 56% R	236 65% SV	582 73% SV	291 69% SV	315 65% SV
Strongly agree	643 31%	345 33%	296 29%	227 38% GH	122 35% H	108 34% H	100 30% H	86 18% H	122 41% LM	59 34% M	59 36% M	49 29% M	56 22% R	105 35% R	62 35% R	50 31% R	50 31% R	29 14% R	99 27% S	272 34% S	121 29% S	151 31% S
Somewhat agree	781 38%	390 37%	388 38%	227 38% GH	139 39% H	118 37% H	114 34% H	183 39% H	108 36% LM	64 37% M	59 36% M	64 38% M	94 37% R	116 39% R	75 42% R	59 37% R	49 30% R	89 42% Q	136 38% Q	311 39% Q	170 40% Q	164 34% Q
Strongly/Somewhat Disagree (Net)	632 30%	308 29%	322 32%	142 24% GH	87 25% H	96 30% H	117 35% H	190 41% DEF	63 21% LM	49 28% M	44 27% M	54 32% I	97 38% IJK	78 26% R	38 22% R	52 32% R	62 36% NO	92 43% NO	123 34% T	209 26% T	127 30% T	172 35% T
Somewhat disagree	306 15%	154 15%	151 15%	71 12% GH	42 12% H	43 13% H	60 18% H	91 20% DEF	30 10% LM	23 13% M	21 13% M	29 17% I	51 20% I	39 13% R	19 11% R	22 14% R	31 19% R	40 19% O	58 16% T	94 12% T	69 16% T	85 17% T
Strongly disagree	325 16%	154 15%	171 17%	71 12% GH	45 13% H	53 17% H	57 17% H	99 21% DEF	33 11% LM	26 15% M	24 15% M	25 15% M	47 18% I	38 13% R	19 11% R	30 19% R	32 20% R	52 24% NO	65 18% T	116 14% T	58 14% T	87 18% T
N/A - I do not take showers	17 1%	13 1%	5 0%	5 1% GH	4 1% H	- 0% H	1 0% H	7 2% F	4 1% LM	3 2% M	- 0% M	1 0% M	6 2% R	1 0% R	1 0% R	- 0% R	* 0% R	2 1% Q	3 1% Q	8 1% Q	7 2% Q	- 0% Q
Sigma	2073 100%	1056 100%	1010 100%	601 100%	352 100%	322 100%	333 100%	466 100%	297 100%	175 100%	162 100%	168 100%	254 100%	300 100%	177 100%	160 100%	162 100%	212 100%	362 100%	800 100%	424 100%	487 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
Overlap formulae used.

Q10_2 How much do you agree or disagree with each of the following statements?

I have stepped out of the shower naked and dripping wet to get something I forgot (e.g., towel, soap).

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
Strongly/Somewhat Agree (Net)	1424 69%	364 67%	208 65%	191 72%	646 70%	438 67%	468 68%	518 70%	906 72%	518 63%	492 72%	932 67%	426 72%	998 67%	946 68%	463 71%	641 68%	783 69%	254 70%	184 73%	848 69%
Strongly agree	643 31%	175 32%	89 28%	82 31%	291 32%	194 30%	219 32%	230 31%	435 35%	208 25%	240 35%	403 29%	208 35%	435 29%	416 30%	218 33%	286 30%	357 32%	129 36%	97 38%	362 29%
Somewhat agree	781 38%	189 35%	119 38%	109 41%	355 39%	244 38%	249 36%	288 39%	471 38%	310 38%	252 37%	528 38%	218 37%	563 38%	530 38%	245 38%	355 38%	426 38%	125 34%	88 35%	486 39%
Strongly/Somewhat Disagree (Net)	632 30%	174 32%	107 34%	73 27%	269 29%	204 31%	214 31%	213 29%	341 27%	291 35%	186 27%	446 32%	162 28%	469 32%	433 31%	186 29%	298 32%	334 30%	108 30%	65 26%	373 30%
Somewhat disagree	306 15%	74 14%	56 18%	37 14%	133 14%	87 13%	110 16%	109 15%	169 14%	137 17%	91 13%	215 15%	78 13%	228 15%	218 16%	77 12%	145 15%	161 14%	52 14%	33 13%	172 14%
Strongly disagree	325 16%	100 18%	52 16%	36 13%	136 15%	116 18%	104 15%	105 14%	171 14%	154 19%	95 14%	231 17%	84 14%	241 16%	215 15%	109 17%	153 16%	172 15%	55 15%	32 13%	201 16%
N/A - I do not take showers	17 1%	6 1%	3 1%	2 1%	6 1%	8 1%	5 1%	5 1%	4 *	13 2%	7 1%	11 1%	2 *	15 1%	10 1%	4 1%	6 1%	12 1%	2 1%	3 1%	11 1%
Sigma	2073 100%	544 100%	318 100%	266 100%	921 100%	649 100%	687 100%	736 100%	1251 100%	822 100%	685 100%	1388 100%	590 100%	1483 100%	1389 100%	653 100%	945 100%	1128 100%	364 100%	252 100%	1233 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
Overlap formulae used.

Q10_2 How much do you agree or disagree with each of the following statements?

I have stepped out of the shower naked and dripping wet to get something I forgot (e.g., towel, soap).

Base: All Respondents

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
Strongly/Somewhat Agree (Net)	1424 69%	239 73% E	447 77% DE	345 68% E	368 62%	327 65%	357 70%	412 73% IF	323 66%
Strongly agree	643 31%	124 38% E	212 36% E	165 33% E	135 23%	148 29%	148 29%	182 32%	163 33%
Somewhat agree	781 38%	115 35%	235 40%	180 36%	233 39%	179 36%	208 41% I	230 41% I	160 33%
Strongly/Somewhat Disagree (Net)	632 30%	86 26%	129 22%	160 32% C	217 37% BC	175 35% H	147 29%	149 26%	159 32%
Somewhat disagree	306 15%	43 13%	65 11%	73 15%	108 18% C	80 16%	71 14%	75 13%	79 16%
Strongly disagree	325 16%	43 13%	64 11%	87 17% C	109 18% C	95 19% H	76 15%	74 13%	80 16%
N/A - I do not take showers	17 1%	4 1%	5 1%	* *	8 1% D	1	3 1%	6 1%	7 1%
Sigma	2073 100%	330 100%	581 100%	505 100%	593 100%	503 100%	507 100%	567 100%	488 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Q10_3 How much do you agree or disagree with each of the following statements?

I use a fresh towel every time I take a shower.

Base: All Respondents

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
Strongly/Somewhat Agree (Net)	954 46%	475 45%	476 47%	328 55% GH	185 53% GH	162 50% GH	99 30% G	180 39% G	153 52% LM	78 45% L	82 50% L	56 33% L	105 41% L	172 57% QR	107 60% QRJ	80 50% QR	43 26% QR	75 35% QR	176 48% U	374 47% U	192 45% U	212 43% U
Strongly agree	520 25%	277 26%	243 24%	168 28% G	96 27% G	90 28% G	59 18% G	107 23% G	82 28% L	42 24% L	53 33% L	36 21% L	64 25% L	85 29% Q	54 30% QR	38 23% QR	23 14% QR	43 20% QR	88 24% U	200 25% U	124 29% U	109 22% U
Somewhat agree	434 21%	198 19%	233 23% B	161 27% GH	89 25% GH	71 22% GH	40 12% G	73 16% G	71 24% L	36 21% L	29 18% L	21 12% L	41 16% L	87 29% QR	53 30% QR	43 27% QR	19 12% QR	31 15% QR	88 24% U	174 22% U	69 16% U	103 21% U
Strongly/Somewhat Disagree (Net)	1102 53%	568 54%	530 52%	268 45% B	162 46% B	161 50% DEFH	232 70% DEFH	278 60% DEFH	140 47% L	94 54% O	80 50% O	111 66% IJK	143 56% IJK	126 42% IJK	69 39% NOP	80 50% NOP	119 73% NOP	136 64% NOP	184 51% U	418 52% U	225 53% U	275 57% U
Somewhat disagree	607 29%	325 31%	281 28%	157 26% B	83 24% B	90 28% DEFH	126 38% DEFH	150 32% DEFH	86 29% L	52 30% O	40 24% O	65 39% K	82 32% K	70 23% O	31 18% O	51 32% O	60 37% O	68 32% O	91 25% U	242 30% U	122 29% U	152 31% U
Strongly disagree	495 24%	243 23%	249 25%	111 18% B	79 23% B	70 22% DEFH	106 32% DEFH	129 28% DEFH	54 18% L	42 24% L	41 25% L	46 27% I	61 24% I	56 19% I	38 21% I	29 18% I	59 36% NOP	68 32% NOP	93 26% U	176 22% U	103 24% U	123 25% U
N/A - I do not take showers	17 1%	13 1%	5 1%	5 1%	4 1%	- -	1 -	7 2% F	4 1%	3 2%	- -	1 -	6 2%	1 1%	1 1%	- -	* *	2 1%	3 1%	8 1%	7 2% V	- -
Sigma	2073 100%	1056 100%	1010 100%	601 100%	352 100%	322 100%	333 100%	466 100%	297 100%	175 100%	162 100%	168 100%	254 100%	300 100%	177 100%	160 100%	162 100%	212 100%	362 100%	800 100%	424 100%	487 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
Overlap formulae used.

Fielding Period: February 27 - 29, 2024
 Harris Poll
 Weighted To The U.S. General Adult Population

Q10_3 How much do you agree or disagree with each of the following statements?

I use a fresh towel every time I take a shower.

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
Strongly/Somewhat Agree (Net)	954 46%	296 54% DE	167 52% E	121 45%	356 39%	365 56% GH	314 46% H	275 37%	579 46%	375 46%	375 55% L	579 42%	319 54% N	635 43%	581 42%	352 54% O	367 39%	587 52% Q	206 57% U	153 61% U	514 42%
Strongly agree	520 25%	167 31% DE	98 31% DE	59 22%	187 20%	208 32% GH	175 25% H	138 19%	307 25%	214 26%	196 29% L	325 23%	164 28%	356 24%	315 23%	192 29% O	206 22%	314 28% Q	111 31% U	82 33% U	287 23%
Somewhat agree	434 21%	129 24% E	69 22%	62 23%	169 18%	157 24% H	139 20%	137 19%	273 22%	161 20%	179 26% L	255 18%	155 26% N	279 19%	266 19%	160 24% O	161 17%	272 24% Q	95 26% U	71 28% U	227 18%
Strongly/Somewhat Disagree (Net)	1102 53%	242 44%	148 47%	143 54% B	559 61% BC	277 43%	368 54% F	457 62% FG	667 53%	435 53%	304 44%	798 57% K	269 46%	832 56% M	797 57% P	298 46%	572 61% R	530 47%	156 43%	96 38%	708 57% ST
Somewhat disagree	607 29%	148 27%	86 27%	76 28%	293 32%	158 24%	218 32% F	230 31% F	359 29%	247 30%	176 26% L	431 31% K	152 26%	455 31%	435 31% P	168 26%	296 31%	311 28%	92 25% U	67 27%	351 28%
Strongly disagree	495 24%	94 17%	62 19%	67 25% B	267 29% BC	118 18%	150 22%	227 31% FG	308 25%	187 23%	128 19%	367 26% K	118 20%	377 25% M	362 26% P	129 20%	276 29% R	219 19%	64 18%	29 11% U	357 29% ST
N/A - I do not take showers	17 1%	6 1%	3 1%	2 1%	6 1%	8 1%	5 1%	5 1%	4 *	13 2% I	7 1%	11 1%	2 *	15 1%	10 1%	4 1%	6 1%	12 1%	2 1%	3 1%	11 1%
Sigma	2073 100%	544 100%	318 100%	266 100%	921 100%	649 100%	687 100%	736 100%	1251 100%	822 100%	685 100%	1388 100%	590 100%	1483 100%	1389 100%	653 100%	945 100%	1128 100%	364 100%	252 100%	1233 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Q10_3 How much do you agree or disagree with each of the following statements?

I use a fresh towel every time I take a shower.

Base: All Respondents

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
Strongly/Somewhat Agree (Net)	954 46%	177 54% DE	314 54% DE	228 45% E	205 35%	209 42%	267 53% F	224 40%	251 51% H
Strongly agree	520 25%	89 27% E	158 27% E	135 27% E	118 20%	105 21%	138 27%	134 24%	143 29%
Somewhat agree	434 21%	88 27% DE	155 27% DE	93 18%	87 15%	104 21%	129 25%	91 16%	107 22% H
Strongly/Somewhat Disagree (Net)	1102 53%	148 45%	263 45%	277 55% BC	380 64% BCD	293 58% G	237 47%	337 59% I	231 47%
Somewhat disagree	607 29%	81 25%	149 26%	152 30%	204 34% BC	148 29%	132 26%	184 32%	141 29%
Strongly disagree	495 24%	67 20%	114 20%	125 25%	176 30% BC	145 29% G	105 21%	153 27% I	90 18%
N/A - I do not take showers	17 1%	4 1%	5 1%	* *	8 1% D	1	3 1%	6 1%	7 1%
Sigma	2073 100%	330 100%	581 100%	505 100%	593 100%	503 100%	507 100%	567 100%	488 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Fielding Period: February 27 - 29, 2024
 Harris Poll
 Weighted To The U.S. General Adult Population

10 Apr 2024
 Table 46

Q10_4 How much do you agree or disagree with each of the following statements?

I usually listen to music while in the shower.

Base: All Respondents

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
Strongly/Somewhat Agree (Net)	769 37%	375 36%	391 39%	384 64% EFGH	159 45% FGH	114 35% GH	72 22% H	40 8%	195 66% JKLM	69 40% LM	47 29% M	38 23% M	25 10%	186 62% PQR	90 51% QR	67 42% QRK	34 21% R	14 7%	135 37%	317 40%	149 35%	168 35%
Strongly agree	385 19%	195 18%	190 19%	216 36% EFGH	73 21% GH	48 15% GH	29 9% H	19 4%	113 38% JKLM	32 18% LM	21 13% M	14 8%	16 6% R	103 35% OPQR	41 23% QR	26 16% R	15 9% R	4 2%	68 19%	151 19%	74 17%	91 19%
Somewhat agree	384 19%	180 17%	202 20%	168 28% FGH	86 24% GH	67 21% GH	43 13% H	20 4%	83 28% KLM	37 21% M	26 16% M	24 14% M	10 4%	83 28% QR	49 28% QR	40 25% QR	19 12% R	10 5%	67 18%	166 21%	75 18%	77 16%
Strongly/Somewhat Disagree (Net)	1286 62%	667 63%	615 61%	212 35% D	188 54% D	208 65% DE	259 78% DEF	419 90% DEFG	98 33% I	103 59% I	115 71% IJP	129 77% IJ	222 88% IJKL	112 37% I	85 48% N	93 58% N	128 79% NOP	196 83% NOPQ	224 62%	475 59%	269 63%	319 65%
Somewhat disagree	329 16%	166 16%	162 16%	77 13% D	74 21% DH	62 19% DH	55 16% H	61 13%	37 12% IM	43 25% I	27 17% IJP	28 16% IJ	32 13% IJKL	39 13% I	32 18% N	35 22% NR	27 16% NOP	29 14% NOPQ	54 15%	114 14%	60 14%	102 21% STU
Strongly disagree	957 46%	501 47%	453 45%	135 22% D	114 32% DE	146 45% DE	204 61% DEF	358 77% DEFG	61 21% I	60 34% I	88 54% IJP	102 60% IJ	190 75% IJKL	72 24% I	54 31% N	58 36% N	101 62% NOP	167 79% NOPQ	170 47%	361 45%	209 49%	217 44%
N/A - I do not take showers	17 1%	13 1%	5 1%	5 1%	4 1%	-	1 1%	7 2% F	4 1%	3 2%	-	1 2%	6 2%	1 1%	1 1%	-	*	2 1%	3 1%	8 1%	7 2% V	-
Sigma	2073 100%	1056 100%	1010 100%	601 100%	352 100%	322 100%	333 100%	466 100%	297 100%	175 100%	162 100%	168 100%	254 100%	300 100%	177 100%	160 100%	162 100%	212 100%	362 100%	800 100%	424 100%	487 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used.

Q10_4 How much do you agree or disagree with each of the following statements?

I usually listen to music while in the shower.

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
Strongly/Somewhat Agree (Net)	769 37%	248 46% CDE	121 38%	95 36%	292 32%	300 46% GH	247 36% H	222 30%	521 42% J	248 30%	340 50% L	429 31%	301 51% N	468 32%	435 31%	322 49% O	273 29%	496 44% Q	197 54% U	146 58% U	340 28%
Strongly agree	385 19%	122 22% E	56 18%	46 17%	151 16%	151 23% H	135 20% H	99 13%	250 20%	134 16%	174 25% L	211 15%	140 24% N	244 16%	206 15%	168 26% O	124 13%	261 23% Q	107 29% U	74 30% U	164 13%
Somewhat agree	384 19%	127 23% E	65 21% E	49 18%	141 15%	150 23% GH	112 16%	123 17%	270 22% J	114 14%	166 24% L	218 16%	160 27% N	224 15%	228 16%	154 24% O	149 16%	236 21% Q	90 25% U	71 28% U	176 14%
Strongly/Somewhat Disagree (Net)	1286 62%	290 53%	194 61% B	168 63% B	624 68% BC	341 53%	435 63% F	510 69% FG	725 58%	561 68% I	338 49%	948 68% K	287 49%	999 67% M	944 68% P	327 50%	667 71% R	620 55%	165 45%	103 41%	882 72% ST
Somewhat disagree	329 16%	80 15%	46 14%	47 18%	153 17%	104 16%	110 16%	115 16%	214 17%	116 14%	119 17%	211 15%	111 19%	219 15%	229 17%	93 14%	153 16%	176 16%	56 15%	40 16%	176 14%
Strongly disagree	957 46%	210 39%	148 47% B	121 46%	471 51% B	237 37%	325 47% F	394 54% FG	512 41%	445 54% I	220 32%	737 53% K	177 30%	780 53% M	715 51% P	234 36%	513 54% R	444 39%	109 30%	63 25%	706 57% ST
N/A - I do not take showers	17 1%	6 1%	3 1%	2 1%	6 1%	8 1%	5 1%	5 1%	4 *	13 2% I	7 1%	11 1%	2 *	15 1%	10 1%	4 1%	6 1%	12 1%	2 1%	3 1%	11 1%
Sigma	2073 100%	544 100%	318 100%	266 100%	921 100%	649 100%	687 100%	736 100%	1251 100%	822 100%	685 100%	1388 100%	590 100%	1483 100%	1389 100%	653 100%	945 100%	1128 100%	364 100%	252 100%	1233 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
Overlap formulae used.

Q10_4 How much do you agree or disagree with each of the following statements?

I usually listen to music while in the shower.

Base: All Respondents

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
Strongly/Somewhat Agree (Net)	769 37%	230 70% CDE	297 51% DE	170 34% E	71 12%	153 30%	238 47% F	184 32%	192 39% H
Strongly agree	385 19%	141 43% CDE	138 24% DE	70 14% E	35 6%	73 14%	117 23% F	79 14%	116 24% H
Somewhat agree	384 19%	90 27% DE	159 27% DE	100 20% E	36 6%	80 16%	122 24% FI	105 18%	75 15%
Strongly/Somewhat Disagree (Net)	1286 62%	95 29%	280 48% B	335 66% BC	514 87% BCD	349 69% G	265 52%	377 67% I	290 59%
Somewhat disagree	329 16%	46 14%	100 17%	96 19% E	82 14%	78 15%	84 17%	94 17%	72 15%
Strongly disagree	957 46%	49 15%	180 31% B	239 47% BC	433 73% BCD	271 54% G	182 36%	283 50%	218 45% G
N/A - I do not take showers	17 1%	4 1%	5 1%	* *	8 1% D	1	3 1%	6 1%	7 1%
Sigma	2073 100%	330 100%	581 100%	505 100%	593 100%	503 100%	507 100%	567 100%	488 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

Q10_5 How much do you agree or disagree with each of the following statements?

I sing in the shower.

Base: All Respondents

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2073	1100	963	491	312	318	384	568	262	164	166	217	291	224	147	151	164	277	449	833	398	393
Weighted Base	2073	1056	1010	601	352	322	333	466	297	175	162	168	254	300	177	160	162	212	362	800	424	487
Strongly/Somewhat Agree (Net)	768 37%	381 36%	384 38%	340 57% FGH	171 49% FGH	115 36% GH	73 22% H	69 15%	172 58% JKLM	75 43% LM	56 35% M	41 24% M	36 14%	167 56% PQR	95 54% PQR	58 37% QR	31 19%	33 15%	120 33%	314 39% U	144 34% U	191 39%
Strongly agree	235 11%	123 12%	111 11%	136 23% EFGH	44 13% GH	32 10% GH	12 4%	9 2%	76 26% JKLM	17 10% M	15 9% M	11 6% MQ	4 2%	60 20% PQR	27 15% QR	17 11% QR	2 1%	5 2%	36 10%	107 13% U	37 9%	55 11%
Somewhat agree	533 26%	257 24%	273 27%	204 34% FGH	127 36% FGH	82 26% GH	61 18% H	59 13%	96 32% LM	58 33% LM	41 25% M	30 18%	32 13%	107 36% PQR	68 39% PQR	41 26% R	29 18%	27 13%	84 23%	207 26% U	106 25% U	136 28%
Strongly/Somewhat Disagree (Net)	1288 62%	662 63%	622 62%	256 43% DE	176 50% DE	208 64% DE	258 78% DEF	389 84% DEFG	121 41%	96 55% I	106 65% I	127 75% IJ	212 84% IJKL	131 44% JKL	80 45% NO	102 83% NO	131 81% NOP	178 84% NOP	240 66%	478 60% U	274 65% U	296 61%
Somewhat disagree	371 18%	182 17%	187 18%	115 19% D	61 17% D	66 21% DE	54 16% DE	75 16% DEF	50 17%	35 20%	25 16%	29 17%	42 17%	62 21%	26 15% OQR	41 26% OQR	25 15% OQR	32 15%	65 18%	137 17% U	73 17% U	96 20%
Strongly disagree	916 44%	480 46%	435 43%	141 23% D	115 33% D	141 44% DE	204 61% DEF	315 68% DEF	71 24%	62 35% I	81 50% IJ	98 58% IJK	169 67% IJK	69 23%	54 30%	60 38% N	106 66% NOP	145 69% NOP	175 48%	342 43% U	201 47% U	200 41%
N/A - I do not take showers	17 1%	13 1%	5 1%	5 1%	4 1%	-	1 1%	7 2% F	4 1%	3 2%	-	1 2%	6 2%	1 1%	1 1%	-	*	2 1%	3 1%	8 1%	7 2% V	-
Sigma	2073 100%	1056 100%	1010 100%	601 100%	352 100%	322 100%	333 100%	466 100%	297 100%	175 100%	162 100%	168 100%	254 100%	300 100%	177 100%	160 100%	162 100%	212 100%	362 100%	800 100%	424 100%	487 100%

Proportions/Mean: Columns Tested (5% nsk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
Overlap formulae used.

Q10_5 How much do you agree or disagree with each of the following statements?
I sing in the shower.

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2073	619	397	283	752	567	637	869	1197	876	593	1480	534	1539	1392	659	1087	986	275	302	1314
Weighted Base	2073	544	318	266	921	649	687	736	1251	822	685	1388	590	1483	1389	653	945	1128	364	252	1233
Strongly/Somewhat Agree (Net)	768 37%	243 45% CDE	112 35%	91 34%	309 34%	286 44% GH	229 33%	252 34%	516 41% J	252 31%	358 52% L	409 29%	314 53% N	454 31%	450 32%	305 47% O	303 32%	464 41% Q	192 53% U	153 61% U	326 26%
Strongly agree	235 11%	86 16% CE	33 10%	31 12%	76 8%	93 14% H	79 12%	62 8%	161 13% J	74 9%	113 16% L	122 9%	98 17% N	136 9%	134 10%	97 15% O	74 8%	161 14% Q	80 22% U	61 24% U	59 5%
Somewhat agree	533 26%	157 29%	79 25%	60 23%	233 25%	193 30% G	150 22%	190 26%	355 28% J	179 22%	245 36% L	288 21%	215 37% N	318 21%	316 23%	208 32% O	229 24%	304 27%	113 31% U	92 37% U	267 22%
Strongly/Somewhat Disagree (Net)	1288 62%	295 54%	203 64% B	173 65% B	607 66% B	355 55%	453 66% F	480 65% F	731 58%	557 68% I	320 47%	968 70% K	274 46% M	1013 68% M	929 67% P	345 53%	636 67% R	652 58%	169 47%	96 38%	896 73% ST
Somewhat disagree	371 18%	88 16%	48 15%	59 22% C	173 19%	113 17%	119 17%	139 19%	236 19%	136 16%	110 16%	262 19%	94 16%	278 19%	268 19%	102 16%	167 18%	205 18%	58 16%	38 15%	229 19%
Strongly disagree	916 44%	207 38% B	155 49% B	114 43%	434 47% B	242 37% F	334 49% F	341 48% F	495 40%	421 51% I	210 31%	706 51% K	181 31%	736 50% M	660 48% P	243 37% R	469 50% R	447 40%	112 31%	58 23%	666 54% ST
N/A - I do not take showers	17 1%	6 1%	3 1%	2 1%	6 1%	8 1%	5 1%	5 1%	4 *	13 2% I	7 1%	11 1%	2 *	15 1%	10 1%	4 1%	6 1%	12 1%	2 1%	3 1%	11 1%
Sigma	2073 100%	544 100%	318 100%	266 100%	921 100%	649 100%	687 100%	736 100%	1251 100%	822 100%	685 100%	1388 100%	590 100%	1483 100%	1389 100%	653 100%	945 100%	1128 100%	364 100%	252 100%	1233 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
Overlap formulae used.

Q10_5 How much do you agree or disagree with each of the following statements?

I sing in the shower.

Base: All Respondents

	Generations					Married/Living With Partner Vs. Not			
	Total	Gen Z (ages 18-27)	Millennials (ages 28-43)	Gen Xers (ages 44-59)	Baby Boomers (ages 60-78)	Men - M/LWP	Men - Not	Women - M/LWP	Women - Not
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	2073	277	493	524	713	561	402	672	428
Weighted Base	2073	330	581	505	593	503	507	567	488
Strongly/Somewhat Agree (Net)	768 37%	195 59% DE	296 51% DE	168 33% E	103 17%	171 34%	214 42% F	191 34%	189 39%
Strongly agree	235 11%	83 25% CDE	92 16% DE	44 9% E	14 2%	47 9%	64 13%	48 8%	76 16% H
Somewhat agree	533 26%	113 34% DE	204 35% DE	124 24% E	89 15%	123 24%	150 30%	144 25%	113 23%
Strongly/Somewhat Disagree (Net)	1288 62%	130 40%	281 48% B	337 67% BC	482 81% BCD	331 66% G	290 57%	370 65%	292 60%
Somewhat disagree	371 18%	67 20%	105 18%	101 20% E	87 15%	83 17%	104 20%	105 19%	77 16%
Strongly disagree	916 44%	64 19%	176 30% B	236 47% BC	395 67% BCD	248 49% G	186 37%	264 47%	216 44%
N/A - I do not take showers	17 1%	4 1%	5 1%	* *	8 1% D	1	3 1%	6 1%	7 1%
Sigma	2073 100%	330 100%	581 100%	505 100%	593 100%	503 100%	507 100%	567 100%	488 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I - F/H - G/I
Overlap formulae used.

10 April 2024

Fielding Period: February 27 - 29, 2024

Harris Poll
Weighted To The U.S. General Adult Population

	<u>Page</u>	<u>Table</u>	<u>Title</u>
1	1	Q1	How often do you take a shower?
2	2	Q1	How often do you take a shower?
3	3	Q1	How often do you take a shower?
4	4	Q2	How often do you wash your hair?
5	5	Q2	How often do you wash your hair?
6	6	Q2	How often do you wash your hair?
7	7	Q3	What times of the day do you typically shower? Please select all that apply.
8	8	Q3	What times of the day do you typically shower? Please select all that apply.
9	9	Q3	What times of the day do you typically shower? Please select all that apply.
10	10	Q4	On average, how many minutes do you typically spend in the shower?
11	11	Q4	On average, how many minutes do you typically spend in the shower?
12	12	Q4	On average, how many minutes do you typically spend in the shower?
13	13	Q5	When in the shower, do you spend more time facing the water or facing away from the water?
14	14	Q5	When in the shower, do you spend more time facing the water or facing away from the water?
15	15	Q5	When in the shower, do you spend more time facing the water or facing away from the water?
16	16	Q5	When in the shower, do you spend more time facing the water or facing away from the water?
17	17	Q5	When in the shower, do you spend more time facing the water or facing away from the water?
18	18	Q5	When in the shower, do you spend more time facing the water or facing away from the water?
19	19	Q6	When in the shower, at which temperature do you prefer the water to be?
20	20	Q6	When in the shower, at which temperature do you prefer the water to be?
21	21	Q6	When in the shower, at which temperature do you prefer the water to be?
22	22	Q7	Which of the following items do you currently have in your shower? Please select all that apply.
23	23	Q7	Which of the following items do you currently have in your shower? Please select all that apply.
24	24	Q7	Which of the following items do you currently have in your shower? Please select all that apply.
25	25	Q8	Do you usually brush your teeth before or after your shower?
26	26	Q8	Do you usually brush your teeth before or after your shower?
27	27	Q8	Do you usually brush your teeth before or after your shower?
28	28	Q9	What do you typically wash first when you get into the shower?
29	29	Q9	What do you typically wash first when you get into the shower?
30	30	Q9	What do you typically wash first when you get into the shower?
31	31	Q10	How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Agree
32	32	Q10	How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Agree
33	33	Q10	How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Agree
34	34	Q10	How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Disagree
35	35	Q10	How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Disagree
36	36	Q10	How much do you agree or disagree with each of the following statements? Summary Of Strongly/Somewhat Disagree
37	37	Q10_1	How much do you agree or disagree with each of the following statements? I sometimes run out of hot water while taking a shower.
38	38	Q10_1	How much do you agree or disagree with each of the following statements? I sometimes run out of hot water while taking a shower.
39	39	Q10_1	How much do you agree or disagree with each of the following statements? I sometimes run out of hot water while taking a shower.
40	40	Q10_2	How much do you agree or disagree with each of the following statements? I have stepped out of the shower naked and dripping wet to get something I forgot (e.g., towel, soap).
41	41	Q10_2	How much do you agree or disagree with each of the following statements? I have stepped out of the shower naked and dripping wet to get something I forgot (e.g., towel, soap).
42	42	Q10_2	How much do you agree or disagree with each of the following statements? I have stepped out of the shower naked and dripping wet to get something I forgot (e.g., towel, soap).
43	43	Q10_3	How much do you agree or disagree with each of the following statements? I use a fresh towel every time I take a shower.
44	44	Q10_3	How much do you agree or disagree with each of the following statements? I use a fresh towel every time I take a shower.

10 April 2024

Fielding Period: February 27 - 29, 2024

Harris Poll

Weighted To The U.S. General Adult Population

	<u>Page</u>	<u>Table</u>	<u>Title</u>
45	45	Q10_3	How much do you agree or disagree with each of the following statements? I use a fresh towel every time I take a shower.
46	46	Q10_4	How much do you agree or disagree with each of the following statements? I usually listen to music while in the shower.
47	47	Q10_4	How much do you agree or disagree with each of the following statements? I usually listen to music while in the shower.
48	48	Q10_4	How much do you agree or disagree with each of the following statements? I usually listen to music while in the shower.
49	49	Q10_5	How much do you agree or disagree with each of the following statements? I sing in the shower.
50	50	Q10_5	How much do you agree or disagree with each of the following statements? I sing in the shower.
51	51	Q10_5	How much do you agree or disagree with each of the following statements? I sing in the shower.