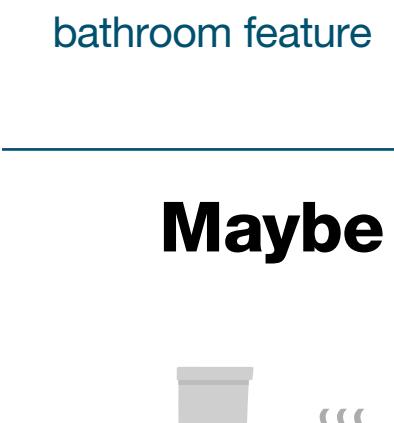


INTRODUCING THE INTELLIGENT TOILET

The Modern-Day Bidet

In an age where consumers are seeking ways to make their homes, and everything within it, work harder, faster and smarter, isn't it time for Americans to upgrade their traditional toileting experience to an intelligent one?

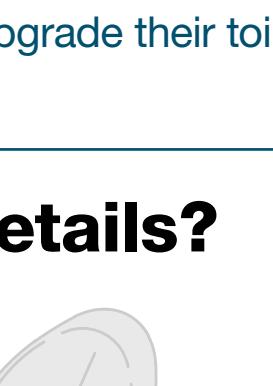
Where's the toilet love?



of Americans named the toilet their favorite bathroom feature



of Americans have something they'd want to improve with their toilets, with odors and not feeling completely clean topping the list of annoyances



of homeowners would be "excited" to upgrade their toilets

Maybe the love is in the (missing) details?



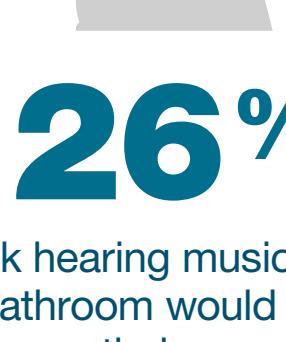
55%

think an automatic deodorizer filter after using a toilet would improve their experience



53%

agree a night light for those late-night bathroom trips would also help



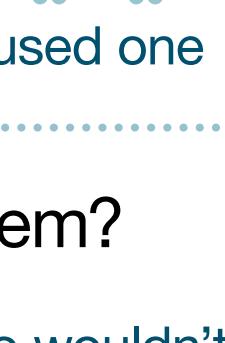
35%

think a heated toilet seat would improve their bathroom experience



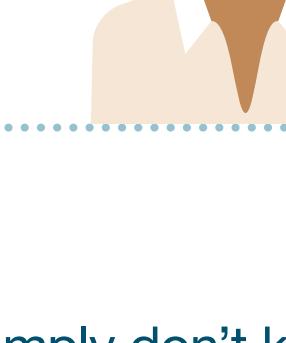
35%

see the benefits of an automatic toilet seat to rise up prior to sitting down



33%

think a refreshing water spray after use would improve bathroom time



26%

think hearing music in the bathroom would also improve their experience

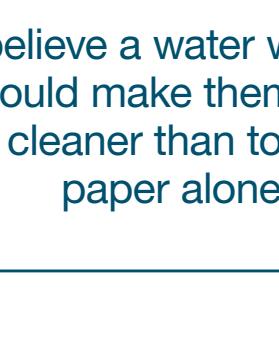
What's a bidet?



3 of 4 Americans have heard of a bidet



Roughly **3 of 10** have ever used one



So what's stopping them?



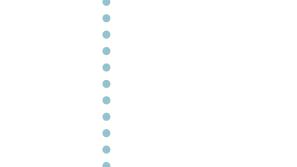
1 in 4 who wouldn't use a bidet simply don't know how to use one

Why would you use a bidet?

Of those open to using a bidet...



77%
think water provides a more "gentle clean"



67%
think a bidet would improve the bathroom experience



63%
would choose a toilet that provides a cleaner, fresh feeling



59%
believe a water wash would make them feel cleaner than toilet paper alone

Who has used a bidet?



83%

of travelers have heard of a bidet

vs.



69%

of non-travelers have heard of a bidet

Nearly half (44%) of travelers have used a bidet

Gen Xers are most familiar with bidets, compared to Millennials and Baby Boomers



72%

Millennials (ages 18-35)



86%

Gen Xers (ages 36-51)



73%

Baby Boomers (ages 52-70)

ORC International Telephone CARAVAN® conducted a telephone survey of 1,009 American homeowners between August 11-14, 2016. The margin of error for the sample of 1,009 is +/- 3.08% at the 95% confidence level. Smaller subgroups will have larger error margins.

THE BOLD LOOK OF KOHLER