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?

ORC International 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.

13% of Americans named the toilet their favorite bathroom feature
83% of Americans have something they’d want to improve with their toilets, with odors and not feeling completely clean topping the list of annoyances
33% of homeowners would be “excited” to upgrade their toilets

Where’s the toilet love?

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
33% use the benefits of an automatic seat to row up prior to sitting down
35% 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?

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

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

83% of travelers have heard of a bidet
69% of non-travelers have heard of a bidet

Gen Xers (ages 36-51)
Millennials (ages 18-35)
Baby Boomers (ages 52-70)

67% of travelers have used a bidet
72% of travelers have used a bidet
86% of non-travelers have used a bidet
73% of non-travelers have used a bidet

QRC International Telephone CARAVAN® conducted a telephone survey of 1,000 American homeowners between August 11-14, 2016. The margin of error for the sample of 1,000 is +/- 3.08% at the 95% confidence level. Subgroups will have larger margin of error.

Where’s the toilet love?

Maybe the love is in the (missing) details?

What’s a bidet?

So what’s stopping them?

Why would you use a bidet?

Who has used a bidet?

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

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

83% of travelers have used a bidet
72% of travelers have used a bidet
86% of non-travelers have used a bidet
73% of non-travelers have used a bidet

QRC International Telephone CARAVAN® conducted a telephone survey of 1,000 American homeowners between August 11-14, 2016. The margin of error for the sample of 1,000 is +/- 3.08% at the 95% confidence level. Subgroups will have larger margin of error.

Where’s the toilet love?

Maybe the love is in the (missing) details?

What’s a bidet?

So what’s stopping them?

Why would you use a bidet?

Who has used a bidet?

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

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

83% of travelers have used a bidet
72% of travelers have used a bidet
86% of non-travelers have used a bidet
73% of non-travelers have used a bidet

QRC International Telephone CARAVAN® conducted a telephone survey of 1,000 American homeowners between August 11-14, 2016. The margin of error for the sample of 1,000 is +/- 3.08% at the 95% confidence level. Subgroups will have larger margin of error.

Where’s the toilet love?

Maybe the love is in the (missing) details?

What’s a bidet?

So what’s stopping them?

Why would you use a bidet?

Who has used a bidet?

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

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

83% of travelers have used a bidet
72% of travelers have used a bidet
86% of non-travelers have used a bidet
73% of non-travelers have used a bidet

QRC International Telephone CARAVAN® conducted a telephone survey of 1,000 American homeowners between August 11-14, 2016. The margin of error for the sample of 1,000 is +/- 3.08% at the 95% confidence level. Subgroups will have larger margin of error.

Where’s the toilet love?

Maybe the love is in the (missing) details?

What’s a bidet?

So what’s stopping them?

Why would you use a bidet?

Who has used a bidet?

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

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

83% of travelers have used a bidet
72% of travelers have used a bidet
86% of non-travelers have used a bidet
73% of non-travelers have used a bidet

QRC International Telephone CARAVAN® conducted a telephone survey of 1,000 American homeowners between August 11-14, 2016. The margin of error for the sample of 1,000 is +/- 3.08% at the 95% confidence level. Subgroups will have larger margin of error.

Where’s the toilet love?

Maybe the love is in the (missing) details?

What’s a bidet?

So what’s stopping them?

Why would you use a bidet?

Who has used a bidet?

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

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

83% of travelers have used a bidet
72% of travelers have used a bidet
86% of non-travelers have used a bidet
73% of non-travelers have used a bidet

QRC International Telephone CARAVAN® conducted a telephone survey of 1,000 American homeowners between August 11-14, 2016. The margin of error for the sample of 1,000 is +/- 3.08% at the 95% confidence level. Subgroups will have larger margin of error.

Where’s the toilet love?

Maybe the love is in the (missing) details?

What’s a bidet?

So what’s stopping them?

Why would you use a bidet?

Who has used a bidet?

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

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

83% of travelers have used a bidet
72% of travelers have used a bidet
86% of non-travelers have used a bidet
73% of non-travelers have used a bidet

QRC International Telephone CARAVAN® conducted a telephone survey of 1,000 American homeowners between August 11-14, 2016. The margin of error for the sample of 1,000 is +/- 3.08% at the 95% confidence level. Subgroups will have larger margin of error.

Where’s the toilet love?

Maybe the love is in the (missing) details?

What’s a bidet?

So what’s stopping them?

Why would you use a bidet?

Who has used a bidet?

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

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

83% of travelers have used a bidet
72% of travelers have used a bidet
86% of non-travelers have used a bidet
73% of non-travelers have used a bidet

QRC International Telephone CARAVAN® conducted a telephone survey of 1,000 American homeowners between August 11-14, 2016. The margin of error for the sample of 1,000 is +/- 3.08% at the 95% confidence level. Subgroups will have larger margin of error.