

30<sup>th</sup> March 2015

## 1 in 5 Text on the Toilet!

1 in 5 of us admit to texting on the loo but it's not just the young ones that are getting social in the bathroom. Nearly 22% of the over 45's and nearly 12% of over 55's text when on the throne. With over 20% of under 35's admitted to updating their social media status on the toilet.

Have our bathroom habits gone too social? A national survey out today, by online retailer bathroomtakeaway.co.uk has revealed that not only are we a nation of toilet tweeters but some of us will even answer the phone to our boss whilst on the toilet or in the bath.

The survey that interviewed almost 2000 respondents across the UK found that men are nearly 3 times more likely to answer their phone to their boss whilst using the toilet than women, yet women are twice as likely to answer their phone to their boss whilst in the bath.

Julian Smith, Managing Director of Bathroomtakeaway.co.uk said; "I don't think people will be turning their bathrooms into their office space anytime soon but it has definitely become the place to update your facebook status, make those last minute shopping purchases, chat with friends, family and in some cases answer the phone to your boss. I still believe that the bathroom also offers a place of solace and relaxation after a long busy day."

Interestingly, the worst habit was hailed as weeing on the toilet seat closely followed by not washing your hands. For those who save their toilet time for work then bosses will not be pleased to hear that 15% of men admit to spending up to 20 minutes a day having a poo which equates to £912.50 being literally thrown down the toilet a year (based on £8 per hour)

As well as surfing, cleaning and chatting in the bathroom it seems that romance still plays a part with 2% of the nation claiming to shower with their partner every day which equates to 980,000 people- the equivalent to the city of Birmingham.

Bathroom takeaway is set to make an almighty splash in the market place by offering high quality bathroom suites at a fraction of the cost of their competitors. How? By dealing direct with the best manufacturers on the market, no expensive showrooms, no sales commissions and no gimmicks. Their secret is clever bundling packages which will enable the savvy consumers to upscale and downscale their accessories based on their personal choices.



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## About Bathroom Takeaway:

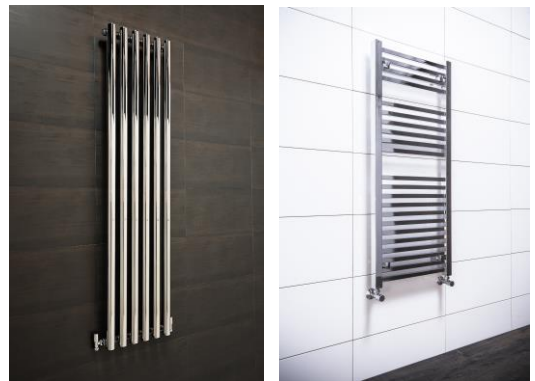
Buying a new bathroom should be as easy as 1-2-3.

Simply choose from the latest range of designer quality styles, click to order, then sit back and let us deliver it to your door. No gimmicks, no never ending sales, no confusing pricing.

As we work direct with the best bathroom manufacturers from around the globe, there are no middlemen, no expensive showroom costs and no sales commissions – that's why we can pass the savings directly on to you – every single day.

From bathroom suites to cloakroom toilets, showers and ensuites to taps and heated towel rails, all Bathroom Takeaway ranges offer exceptional quality and even better value for money.

Established since 2010, Bathroom Takeaway Limited is a UK company with over 100,000 bathroom products in stock, quality checked and ready for delivery at our state-of-the-art National Distribution Centre based in Trafford Park, Manchester. Bathroom Takeaway sets the standard in 'Customer First' service, offering comprehensive 'Fit and Forget' Quality Guarantees on all products as standard.



**For more information and high resolution images contact Ruth Douglass on [pr@bathroomtakeaway.co.uk](mailto:pr@bathroomtakeaway.co.uk) or call 0788 3013079.**

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## Main Survey Results

40.4% of men, compared to only 13.1% of women think they are the dirtiest in the family. Wives agree! ... 28.9% of women say their husbands are the dirtiest – compared to other members of their family, where only 5.7% of men say their wife is the dirtiest.

**Like father like son!..** Sons were twice as likely to be considered the dirtiest at 14.6% compared to only 7.6% of daughters.

**Stay in longer to get cleaner...** 44.5% of women say they are the ones that spend longest in the bathroom and 38.9% of husbands agree.

**But not that long...** 39.8% of the people spend only between 15-30 minutes having a bath... surely that's not long enough to have a good soak.

**Save water by sharing the love...** over 10% of people in relationships had a shower with their partner at least once a week! But only 5% showered together on special occasions like Valentines or anniversaries.

**Not in this house!...** yet over 70% of those in relationships NEVER had a shower with their better halves.

**It's an age thing...** Under 35's are three times more likely to share a shower on a regular basis compared to older generations.

Young couples are also twice as likely to shower or 3 times more likely to bathe in front of their partner than over 55's.

**Shut that door!...** Younger people are more likely to use the toilet in front of their partner, only 35% of under 25's NEVER used the toilet in front of their partners compared to nearly 50% of over 45's.

**Toilet etiquette...** The majority of women and young people think the worst bathroom habit is weeing on the seat but the majority of men and older people believe it is not washing your hands.

**Read all about it!...** Nearly twice as many men than women read the newspaper on the toilet. And if you are 45 or over you are twice as likely to read the newspaper on the loo, than if you are under 25!

**Surfing on the toilet...** The reason the young don't read the newspaper on the loo is because they are more likely to browse the internet! In fact over half of under 25's and over a third of under 45 year olds admitted to surfing whilst on the toilet.

We are also three times more likely to browse the internet on the toilet than in the bath. Only 4% of men and 7% of women admitted to surfing in the bath.

**Surfing in the bath...** The digital generation buck the trend with 19% of under 35's using the internet compared to just 1.4% of those 55 and over.

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**Status update...** Whilst over 86% of those surveyed said they never update their Facebook or Twitter status whilst using the bathroom, the rest were twice as likely to update their status on the loo - rather than while having a bath. With over 20% of under 35's admitted to updating their social media status on the toilet!

**Hi Granny...** 1 in 5 of us admit to texting on the loo but it's not just the young ones – nearly 22% of the over 45's and nearly 12% of over 55's text you when on the throne.

**What's that noise?...** Men are more likely to answer a phone call from friends or family whilst on the toilet than women. Yet women are 3 times more likely to answer the phone to family or friends whilst in the bath than men are.

**Hi Boss...** Men are nearly three times more likely to answer the phone to their boss whilst using the loo than women, yet women are twice as likely to answer their phone to their boss whilst in the bath.

**Shhhhh... Bath time...** Out of those who liked having a bath over half said they most enjoyed the peace and quiet!!!

**Scrubbing your back...** Given the choice of a range of celebrities, half of all women surveyed said they would most like their partner to scrub their back yet only 38.7% of men chose their partner.

6 out of 10 people mostly have a shower rather than a bath, 26.9% gave saving time the main reason compared to 20.5% saving the environment and 15.7% saving money.

**Except the Welsh!..** Respondents from Wales put saving the environment higher (28.9%) than saving time (26.3%) or saving money! (15.8%).

**It's official - Boys are dirtier than girls!** 40.4% of men, compared to only 13.1% of women think they are the dirtiest in the family.

**Money down the toilet!** 15% of men admit to throwing £912.50 down the toilet a year after admitting to spending upto 20 minutes a day having a poo (based on £8 per hour)

**Enough romance to fill a city!** - 2% of the nation showers with their partner every single day – that equates to 980,000 people – the equivalent of the city of Birmingham

**Celebrity scrubbers** – When asked which celebrities we would prefer to scrub our backs the top three favourites were Michelle Keegan, Emma Willis and Simon Cowell. The bottom three celebrities that we would least like to scrub our backs were Katie Hopkins, Dawn French and David Cameron.

**Time to Clean up our Act!** – the study has revealed that a quarter of the public think that they are the dirtiest member of the household, which is nineteen million six hundred thousand dirty people across the country!