



**In-Home Use Test Hand Showers**  
**Quantitative In-Home Product Use Test in Germany**

**Final Results**

Conducted for **Grohe**  
by **The ConsumerView**

January 21, 2009

- **Method**
  - Quantitative in-home product use test
  - Online recruitment of participants and online administration of the questionnaire
- **Sample**
  - No. of respondents recruited in the beginning of the test: n=138 (= gross sample size); online representative
  - No. of respondents who have tested the Grohe hand shower at home and who have completed the final questionnaire: n=120 (= net sample size)
- **Quota**

On the basis of the gross sample the following quota have been applied:

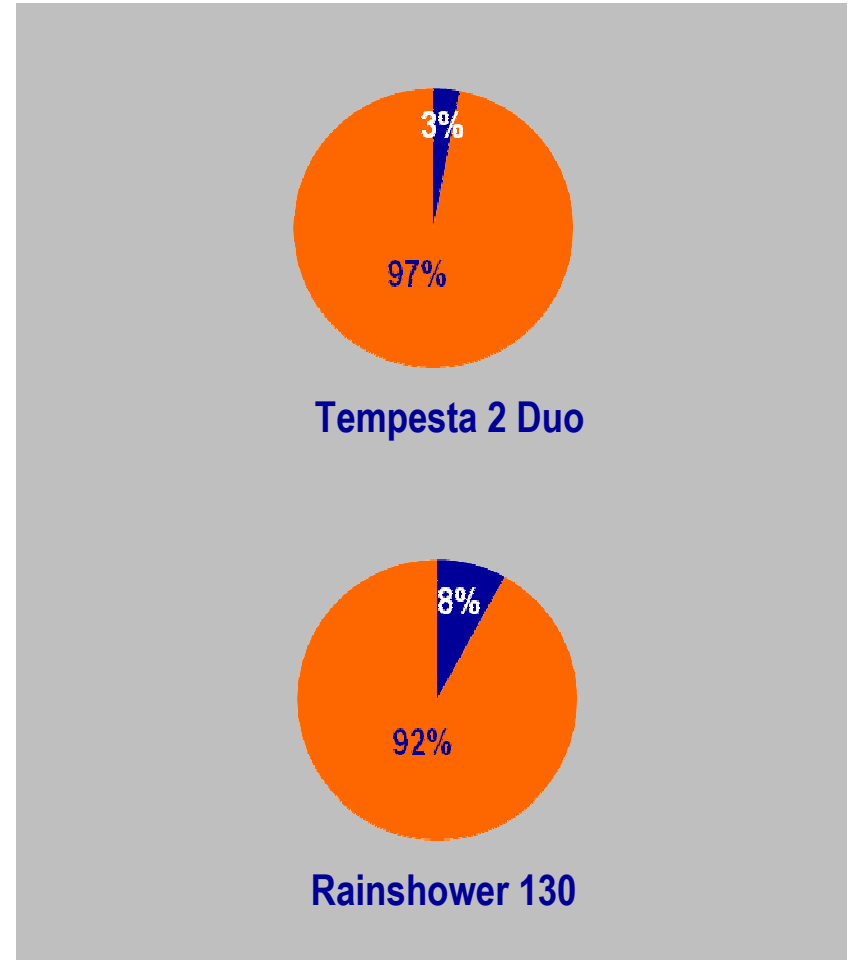
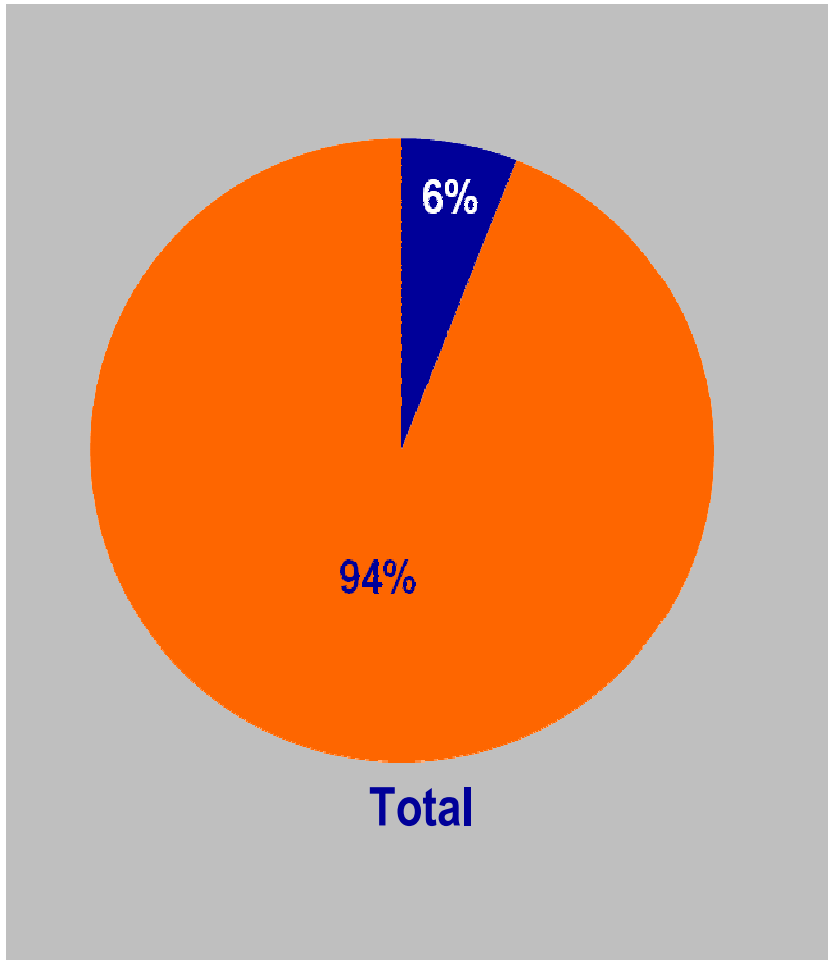
  - Gender: 48% male; 52% female
  - Age: 33% 18 to 39 years; 37% 40 to 59 years; 30% 60 years and above
  - Region: 16% north; 36% middle; 26% south; 22% east
  - Hand shower ownership: 50% hand showers with one type of water jet/water jet cannot be altered; 50% hand showers with 3 or more different types of water jets
- **Project stages**
  - (1) Online recruitment with subsequent product dispatch to n=138 respondents
  - (2) 2 weeks in-home product usage of Grohe hand shower (replacement of hand shower normally used with Grohe hand shower during this time period)
  - (3) Finale online survey, incl. assessment of Grohe hand shower and comparison with hand shower currently used (n=120)
- **Field work**

December 2008/January 2009

# Showering with Grohe Hand Shower – Overall Liking

Did you like showering with the Grohe hand shower overall?  
(Yes/No)

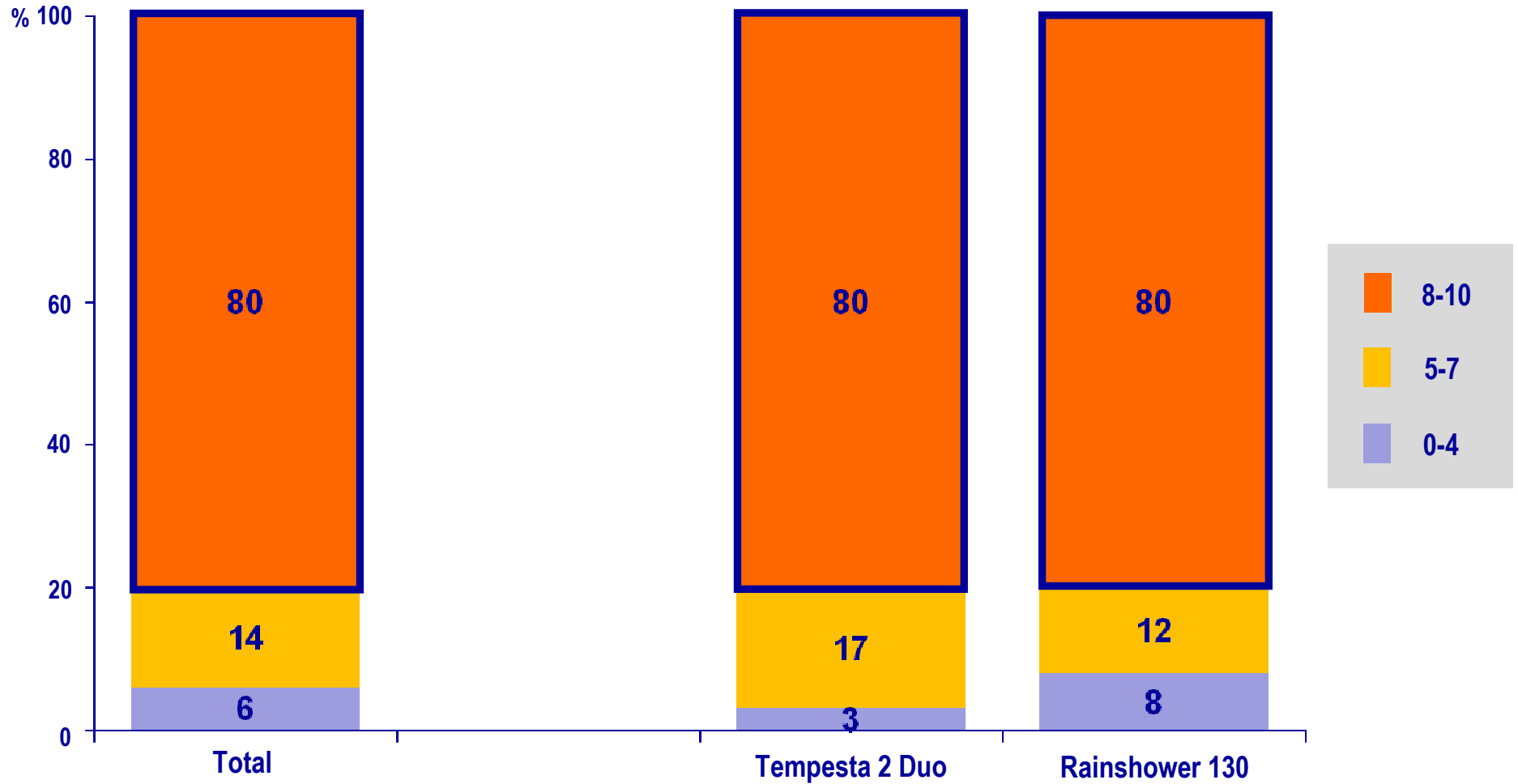
Yes No



Base: Total (n=120)  
Tempesta 2 Duo (n=59)  
Rainshower 130 (n=61)

# Showering with Grohe Hand Shower – Overall Liking

To what extent did you like showering with the Grohe hand shower overall? Please use the scale from 0 to 10.  
(11-point scale: 10=liked very much ; 0=did not like at all)



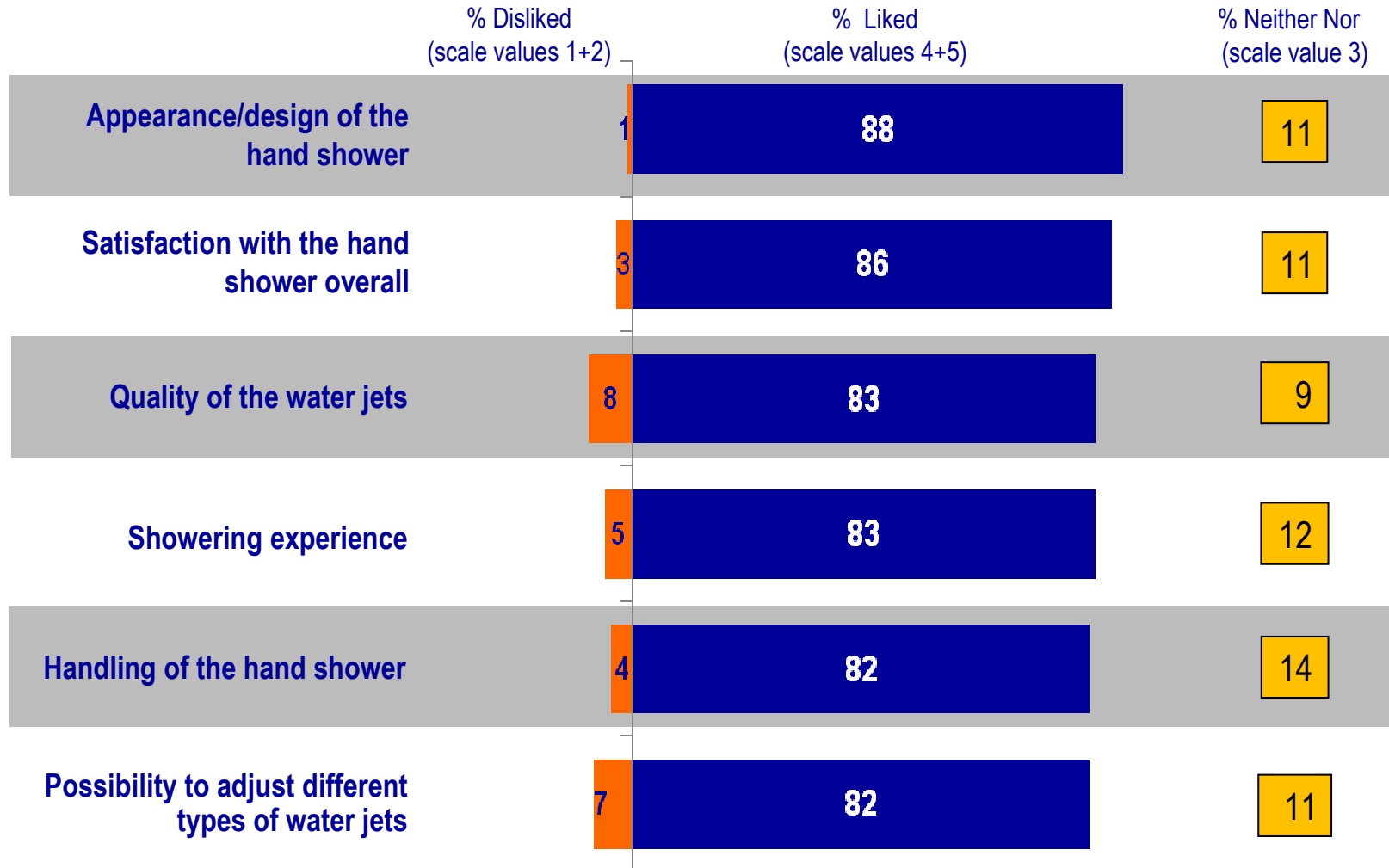
Base: Total (n=120)  
Tempesta 2 Duo (n=59)  
Rainshower 130 (n=61)

# Satisfaction with Different Characteristics of the Grohe Hand Shower

How did you like the Grohe hand shower regarding the following points?

(5-point scale: 5=liked very much ; 1=did not like at all)

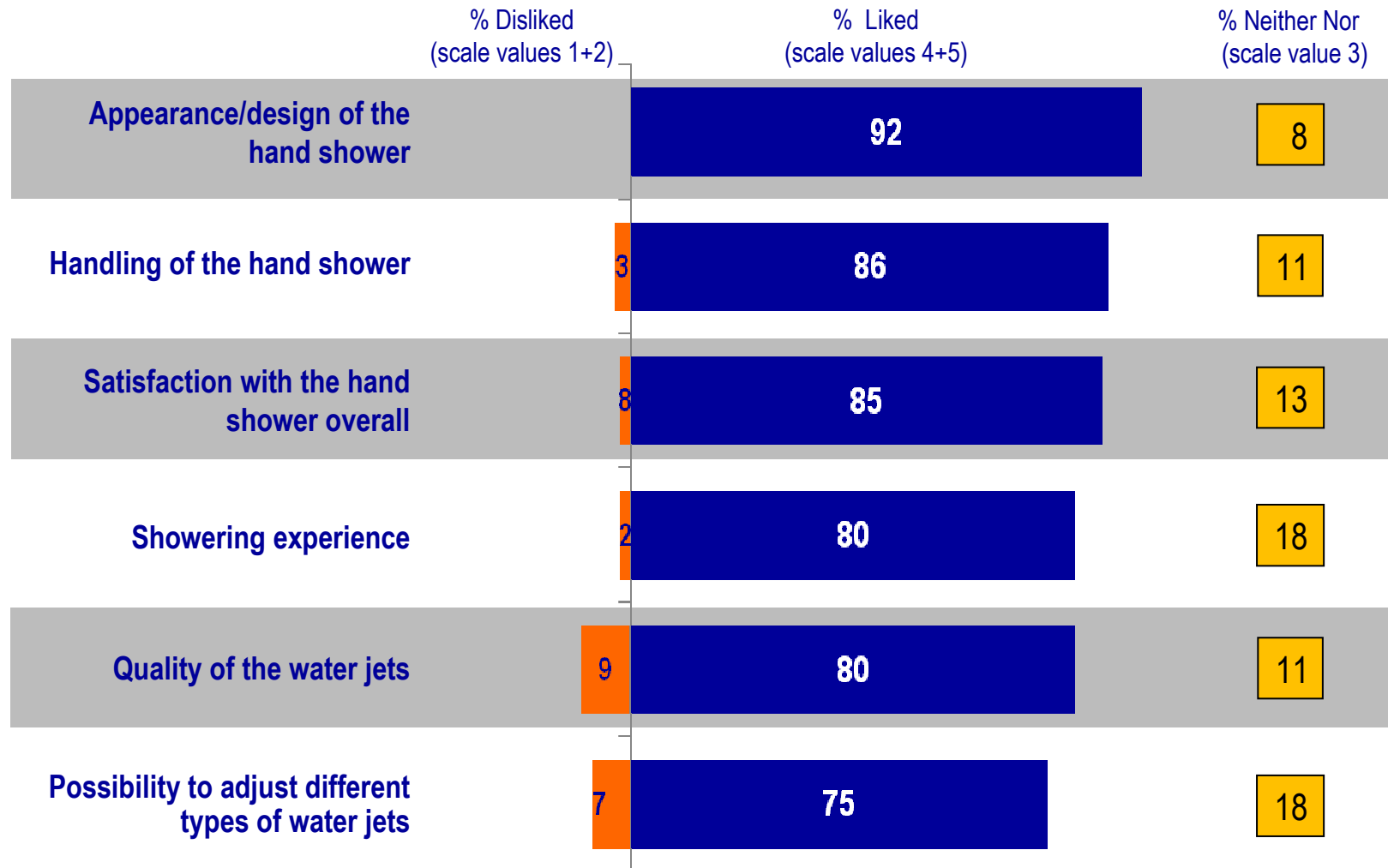
Total



# Satisfaction with Different Characteristics of the Grohe Hand Shower

How did you like the Grohe hand shower regarding the following points?  
 (5-point scale: 5=liked very much ; 1=did not like at all)

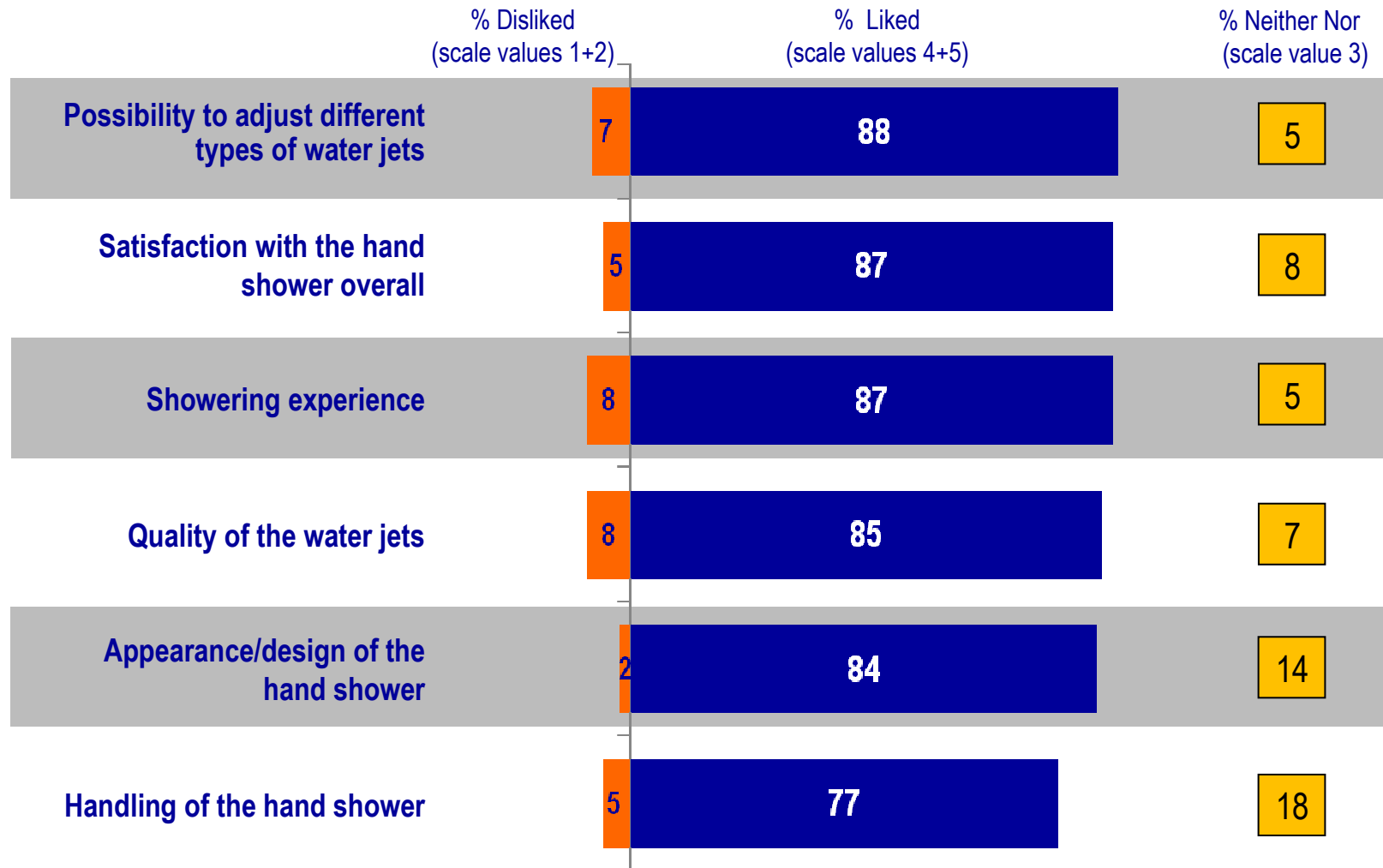
**Tempesta 2 Duo**



# Satisfaction with Different Characteristics of the Grohe Hand Shower

How did you like the Grohe hand shower regarding the following points?  
 (5-point scale: 5=liked very much ; 1=did not like at all)

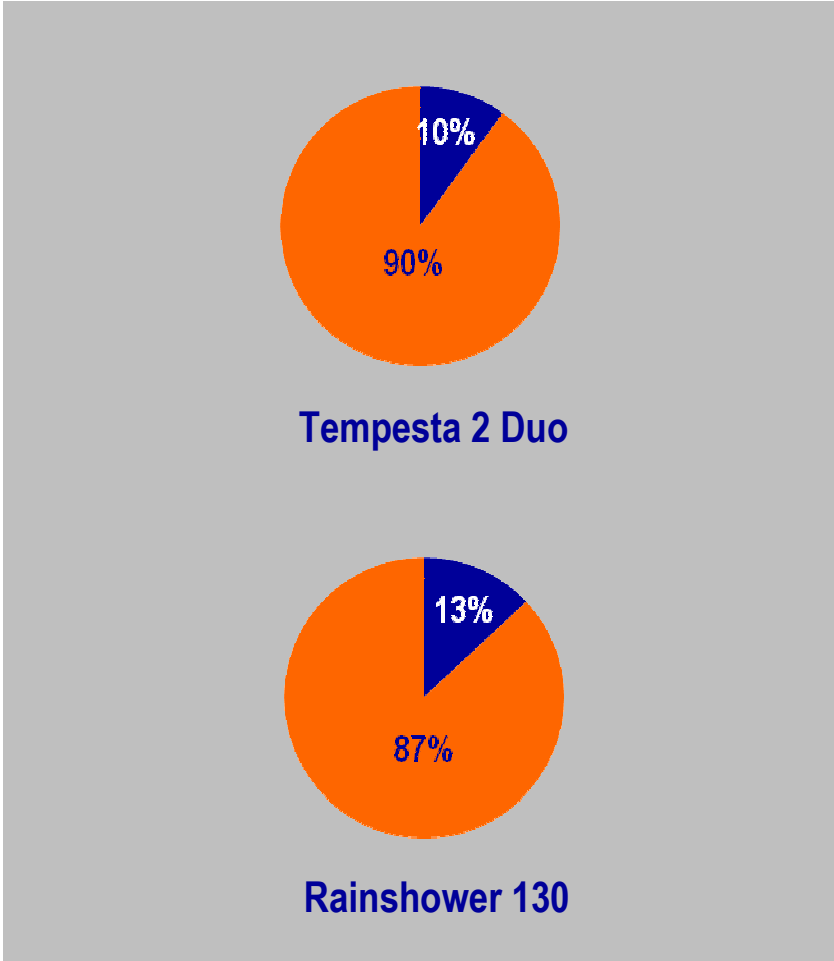
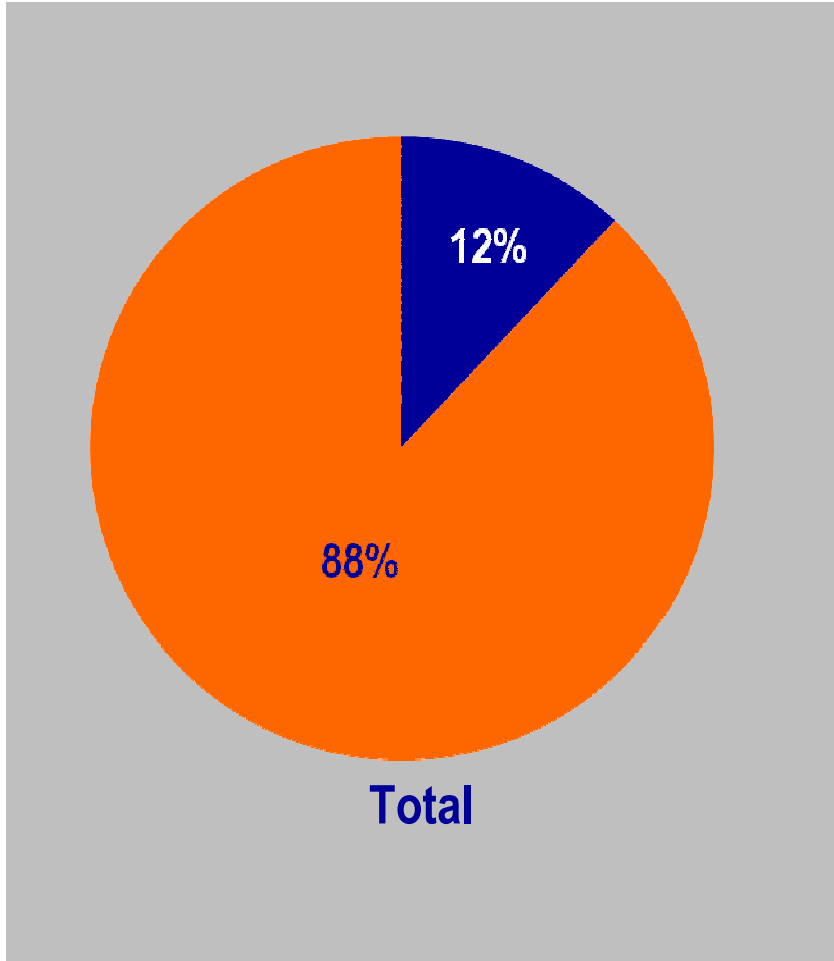
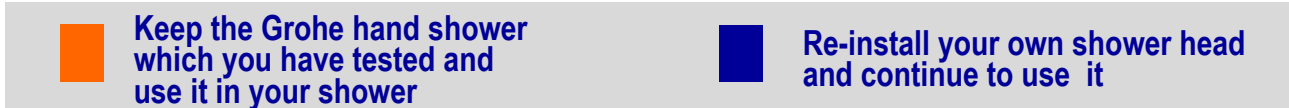
**Rainshower 130**



# Presumed Usage of the Grohe Hand Shower after the Test

Once this test is finished now, will you presumably... ?

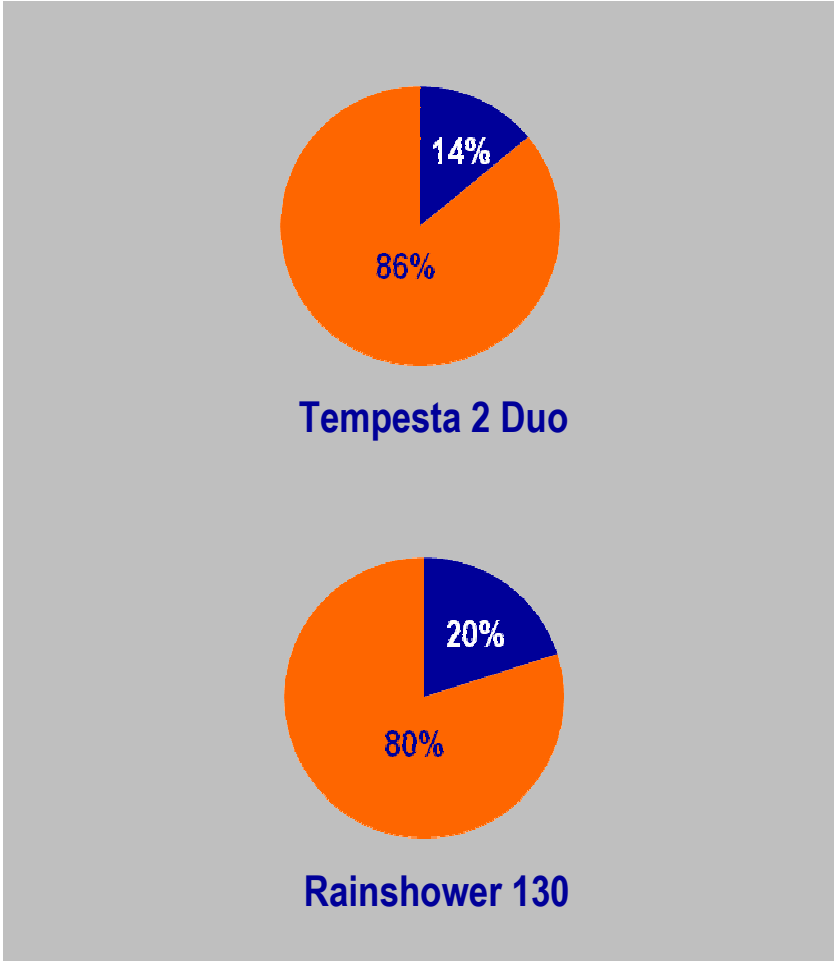
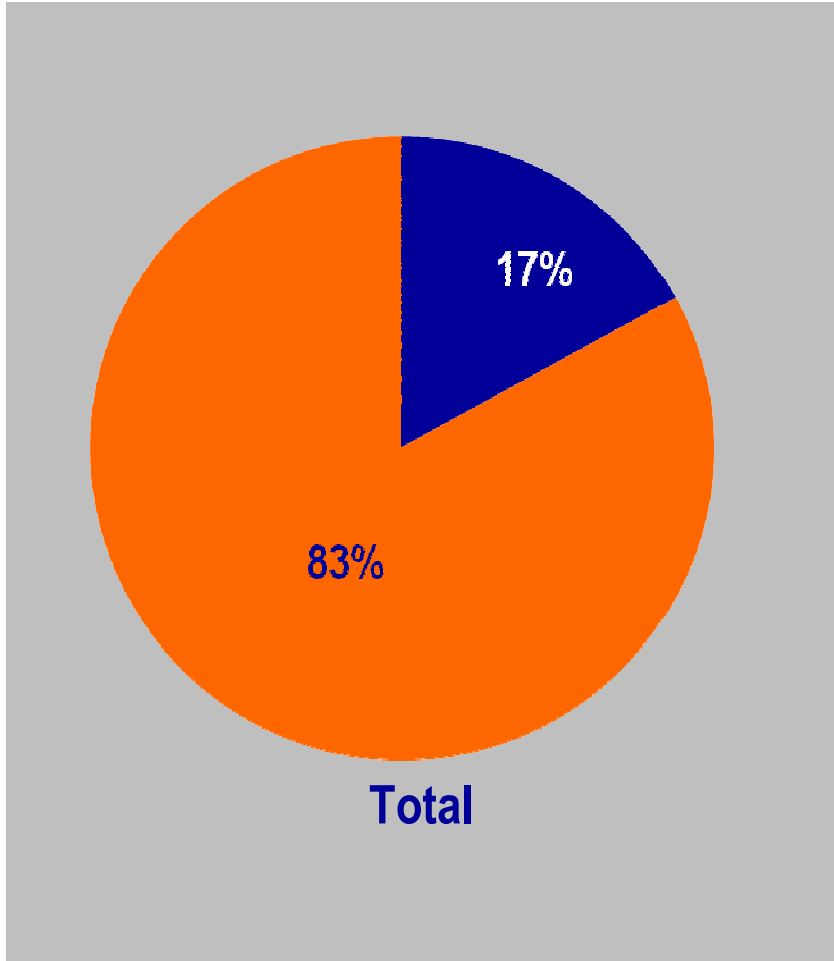
The Consumer View



Base: Total (n=120)  
Tempesta 2 Duo (n=59)  
Rainshower 130 (n=61)

# Purchase Intention for the Grohe Hand Shower

Imagine that the shower head which you have used until before the test was broken and you had to buy a new shower head. Would you in this case decide in favour of the Grohe hand shower which you have tested? (Yes/No)



Base: Total (n=120)  
Tempesta 2 Duo (n=59)  
Rainshower 130 (n=61)

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## Quantitative In-Home Product Use Test in Germany

### Final Results

Your Contact for this Survey:

**Jörg Rosenbauer**

Tel.: +49 421 468 22 11

Mobile: +49 177 27 24 380

email: [rosenbauer@theconsumerview.com](mailto:rosenbauer@theconsumerview.com)

