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RESTROOM REVOLT OVER ROUGH STUFF?
*National Survey Probes Complaints About
Coarse Toilet Tissue and Scratchy Hand Towels*

ROSWELL, Ga. (October 15, 2003) – When people leave a public restroom in a hurry are they simply in a rush or could it be a brush with the rough stuff?

It may well be the latter, according to a new survey released today by Kimberly-Clark Professional. Six in 10 people reported being bothered by rough toilet paper in public restrooms and more than half said it made them feel like management didn't care about the people using these bathrooms.

So what do people want from a product that touches their skin? Softness.

Nine out of 10 respondents said softness was either "very" or "somewhat" important to them. Another quality that increased a person's comfort was finding a familiar brand in an unfamiliar potty. More than half the respondents said they felt more comfortable visiting a public restroom with brand-name products. Seventy-six percent said brand-name products make a difference in their overall impression of a public restroom, including 33 percent who said it raised their opinion of an establishment as a whole. Those who preferred brand-name products cited a number of reasons including: better quality, a desire to have the best on the market, comfort, along with "I work hard and deserve it."

Not so Great Expectations

While most respondents yearned for soft bathroom products, many didn't expect to find them outside the home. More than one third said they anticipate that restrooms will be stocked with rough, flimsy toilet paper. And only 22 percent

recalled being happy with the quality of toilet paper, paper towels or facial tissue in a public restroom on six or more occasions.

Public restroom product quality can be such a turn-off that 57 percent of those surveyed said they would stay away from public restrooms entirely or “hold it in until they get home” to avoid poor quality products. One third would “close their eyes and hurry up” and 9 percent said they’d tote their own t.p. as a precautionary measure.

Toilet paper was not the only product that failed to meet expectations in public restrooms. The reaction to rough paper hand towels was also blunt. Among the litany of complaints were: wish there was something softer for hand drying (24 percent), they feel cheap and don’t dry hands properly (19 percent), feel like hands are being dried with a newspaper or paper bag (17 percent), rather use a shirt (10 percent), feel like you need hand lotion (9 percent), and hands feel rough and irritated after use (6 percent)

Lastly, what was the biggest gripe about public restrooms? Unsanitary conditions, which led the list with 68 percent of respondents. Next were odors, followed by cheap, rough products for sensitive areas, not enough privacy or noise control, and unattractive décor.

Survey Methodology

The survey of 1,043 adults nationwide was conducted by telephone from September 11-14, 2003 by Opinion Research Corporation. The margin of error is plus or minus three percent.

About Kimberly-Clark

Kimberly-Clark Professional, based in Roswell, Ga., provides tissue and towel products, skin care products and industrial wipers for workplace settings. These include the new softer Kleenex® 600’ Hard Roll Towel, Kleenex® Cottonelle® Bath Tissue and Kleenex® Facial Tissue. For more information, visit the Kimberly-Clark Professional web site at www.kcprofessional.com.

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Softness Survey Tabulations
 Conducted by Opinion Research Corporation
 For Kimberly-Clark Professional
 1,043 Respondents for Questions 1-7 and 9-10
 610 Respondents for Question 8

1. *When it comes to products that touch your skin, such as facial tissue, toilet paper and hand towels, how important is softness to you? Would you say...*

	<u>Total</u>
<u>Very/Somewhat (NET)</u>	93%
Very important	64%
Somewhat important	29%
Not important	06%
Don't know	01%

2. *Which of the following BEST describes your reaction to rough paper hand towels in public bathrooms?*

You wish there was something softer to dry your hands	24%
They feel cheap and don't dry your hands properly	19%
You feel like you're drying your hands with a newspaper or paper bag	17%
You'd rather use your shirt	10%
They make you feel like you need hand lotion	9%
They make your hands feel rough and irritated after use	6%
Don't know/None of these	14%

3. *Which of the following BEST describes your reaction when you visit a public restroom to find it stocked with rough, flimsy toilet paper*

You've come to expect poor quality toilet paper in public restrooms	35%
You grin and bear it	30%
You wish you'd brought your own from home	14%
You feel annoyed	14%
Don't know/None of these	06%

4. *Which of the following BEST describes how you feel when you use rough toilet paper in a public restroom?*

<u>Bothers (NET)</u>	62%
Like management doesn't care about the people using the bathroom	52%
Like you have a sore bottom	06%
Like you have scratchy stuff left behind	04%
It doesn't bother you	32%
Don't know /None of these	06%

5. *Which of the following is your BIGGEST gripe about public restrooms?*

Unsanitary conditions	68%
Odors	15%
Cheap, rough products for "sensitive" areas	06%
Not enough privacy or "noise control"	04%
Unattractive décor	03%
Don't know/None of these	03%

6. *Can you list the number of times you've been happy with the quality of toilet paper, towels or facial tissue in a public restroom?*

Six or more	22%
About five	11%
Between one and four	41%
Never	22%
Don't know/none of these	04%

7. *Do you feel more comfortable with your visit to a public restroom if it has brand-name products that you're familiar with for your personal hygiene needs?*

Yes	59%
No	38%
Don't know	03%

8. *Why is it important to you to use a name brand product at home or in a public restroom? (Respondents could choose more than one answer.)*

It's better quality	72%
You feel more comfortable knowing what you're getting	71%
You work hard and you deserve it	47%
Generic products don't seem as good	47%
You want only the best on the market	36%
Don't know/None of these	01%

9. *Which of the following are you MOST likely to do to avoid poor-quality restroom products in public bathrooms?*

Stay away from public restrooms	29%
Close your eyes and hurry up	28%
Hold it in till you get home	28%
Carry your own toilet paper or tissues	09%
Don't know/None of these	07%

10. *How would you BEST describe your impression of a public restroom that uses well-known, quality brands? Would you say it... (Respondents could choose more than one answer.)*

<u>Makes a difference (NET)</u>	76%
Raises your opinion of the place as a whole	33%
Makes you feel that management cares about the people using these restrooms	31%
Makes it more likely that you will visit the restroom again in the future	13%
Makes no difference to you what products are used	21%
Don't know/None of these	03%