

GROHE New Tempesta In-Home Use Test
Quantitative In-Home Product Use Test in Germany

Final Results

Performed for **Grohe AG**
by **The ConsumerView**

August 2011

- **Methode** Quantitative in-home product use test preceded by online recruitment of participants
- **Sample size**
 - Gross number of recruited participants: n=125
 - Net number of participants who have tested Grohe New Tempesta in their home and who have completed the final questionnaire: n=110
- **Sample structure** In order to be recruited, respondents had to meet the following criteria:
 - All to own a shower head which is at least 5 years old
 - All not to reject certain brands when purchasing a new shower head

The following quota has been applied at the level of recruitment:

 - Gender: 52% female 48% male
 - Age: 33% 18-39 years, 37% 40-59 years, 30% 60 years or older
 - Household size: 20% 1 person, 35% 2 people, 20% 3 people, 25% 4 or more people
 - Region: 16% North, 36% West, 26% South, 22% East
- **Project stages**
 - (1) Online recruitment with subsequent product dispatch to participants' homes
 - (2) Replacement of current shower head by Grohe New Tempesta and 2 weeks in-home product usage of Grohe New Tempesta
 - (3) Final online survey to assess the performance of Grohe New Tempesta and the degree of preference between Grohe New Tempesta and the current shower head
- **Fieldwork** August 2011

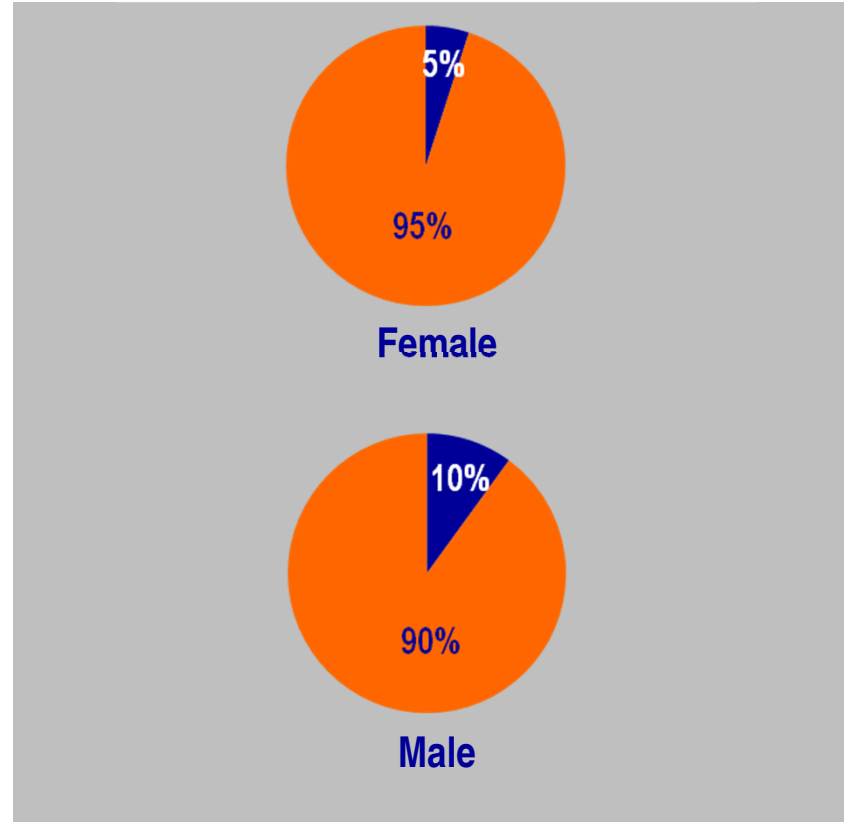
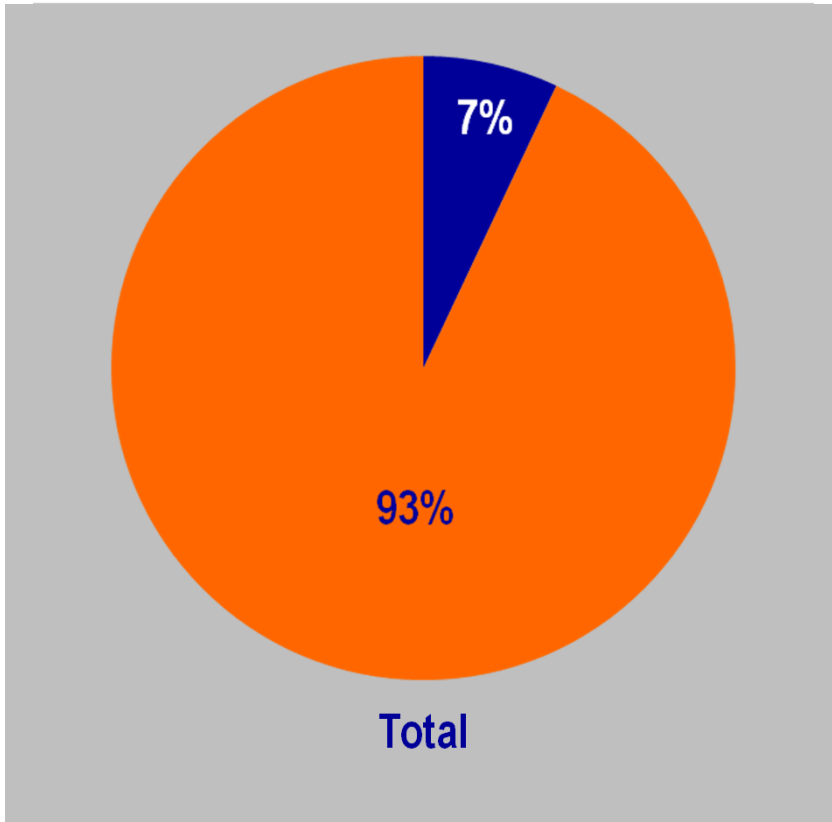
Summary of Key Findings

- **Over 90% of participants liked showering with Grohe New Tempesta and more than 3 in 4 participants (77%) attributed top3-box rating in overall liking to Grohe New Tempesta.**
- **9 out of 10 participants were satisfied with the performance of Grohe New Tempesta overall. Regarding the product features possibility to change between different types of water jets, quality of the water jets, product design, product handling and showering sensation provided by Grohe New Tempesta, satisfaction is above 80% for each of these features.**
- **86% of participants prefer Grohe New Tempesta overall over their current hand shower. Also, for all individual product features the share of preference for Grohe New Tempesta is above 80%.**
- **In case, that their current shower head was broken and respondents had to buy a new shower head, 86% would purchase Grohe New Tempesta (in unpriced situation).**
- **The average expected price for Grohe New Tempesta is 36 €.**

Overall Liking of Showering with Grohe New Tempesta

Did you enjoy showering with the Grohe shower head overall?
(yes/no)

Over 90% enjoyed showering with Grohe New Tempesta.



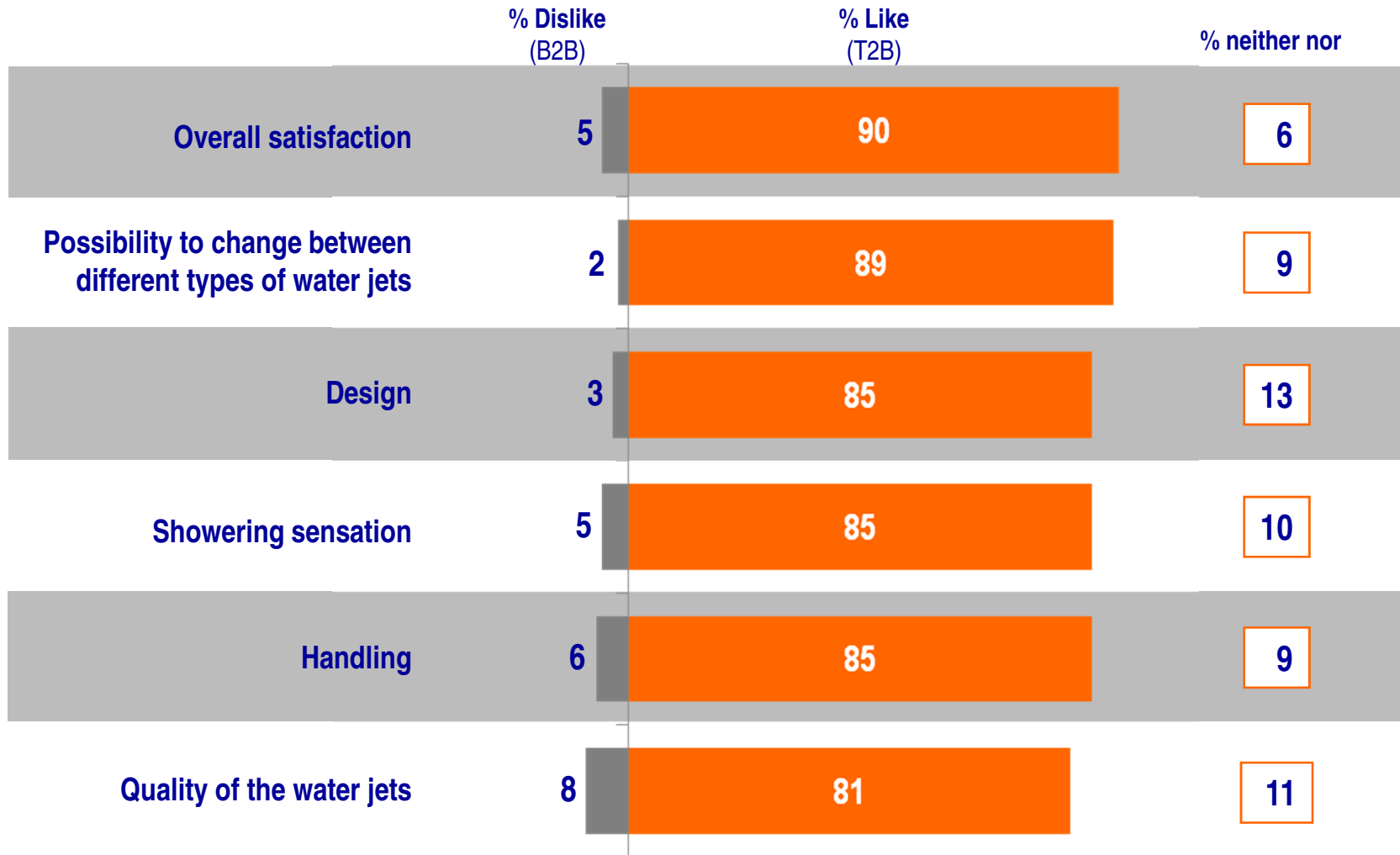
Basis: Total n=110
Female n=60
Male n=50

Satisfaction with Grohe New Tempesta

Total

How did you like the Grohe shower head in each of the following aspects?
(5-point scale: 5=like very much; 1=do not like at all)

9 out of 10 participants were satisfied with Grohe New Tempesta overall.

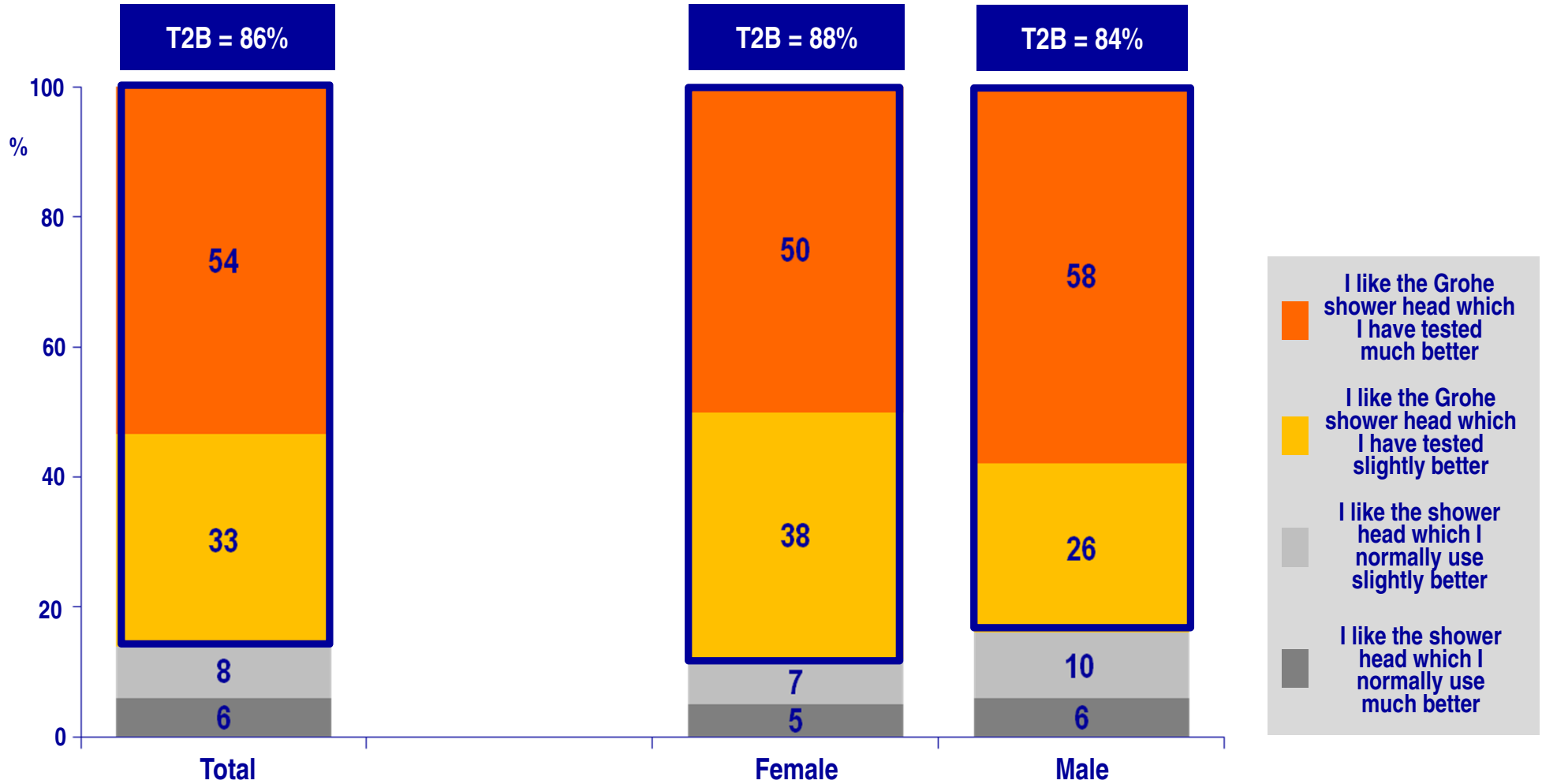


Preference for Grohe New Tempesta over Current Shower Head

When comparing the Grohe shower head which you have tested with the shower head which you normally use, which of the two shower head you you like better overall? (4-point scale)

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86% prefer Grohe New Tempesta overall over the current shower head.

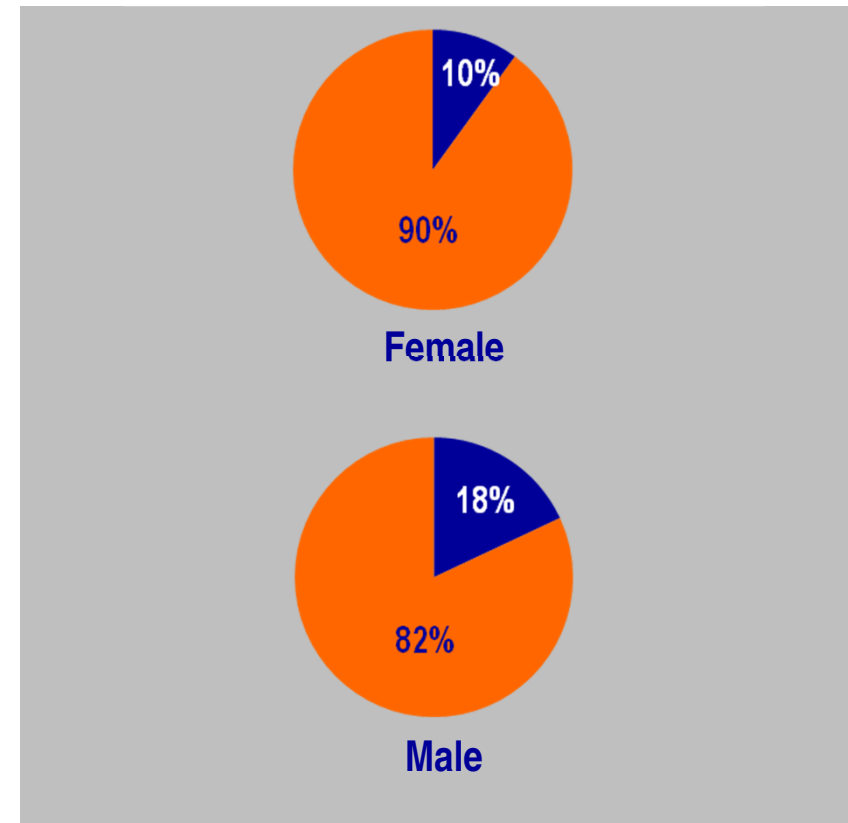
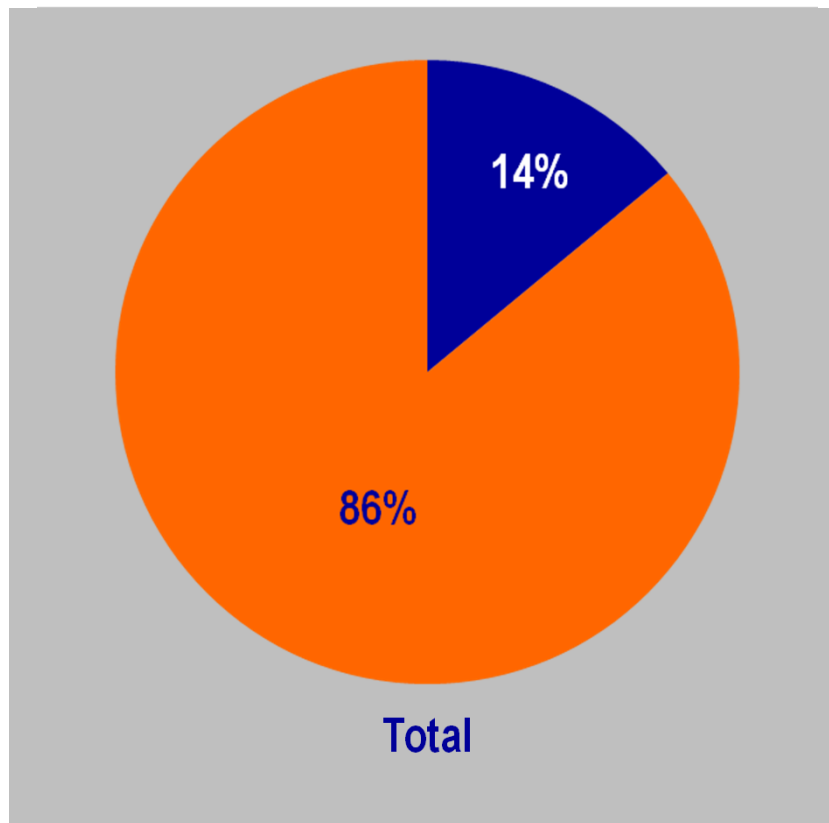


Basis: Total n=110
 Female n=60
 Male n=50

Presumed Future Usage of Grohe New Tempesta

After termination of this test, are you presumably going to ... ?

86% are claiming to keep and continue using Grohe New Tempesta.



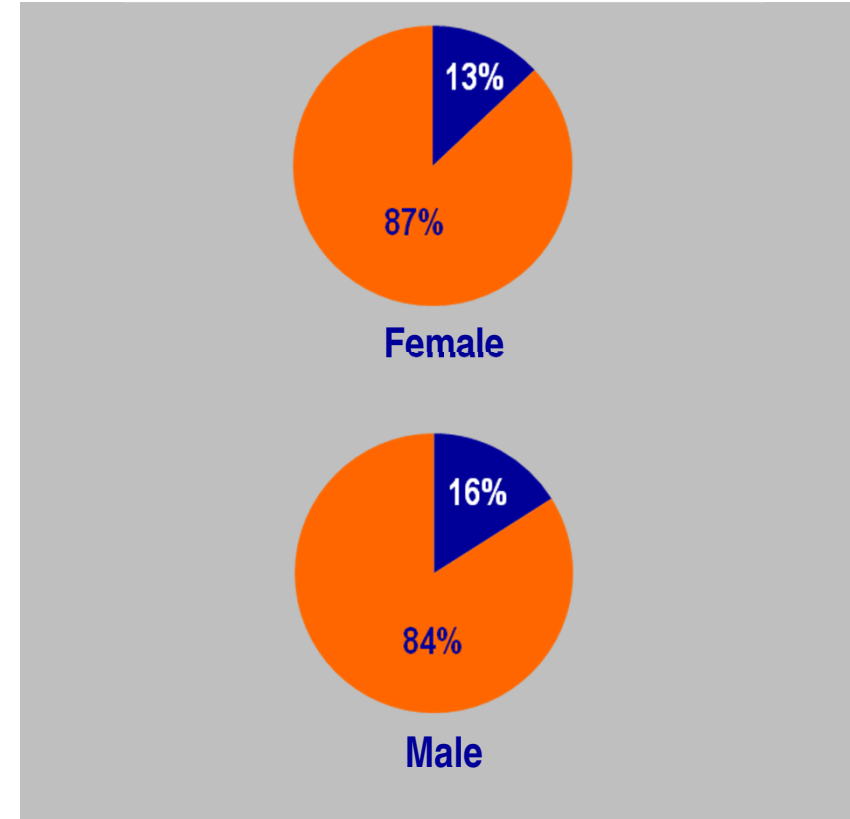
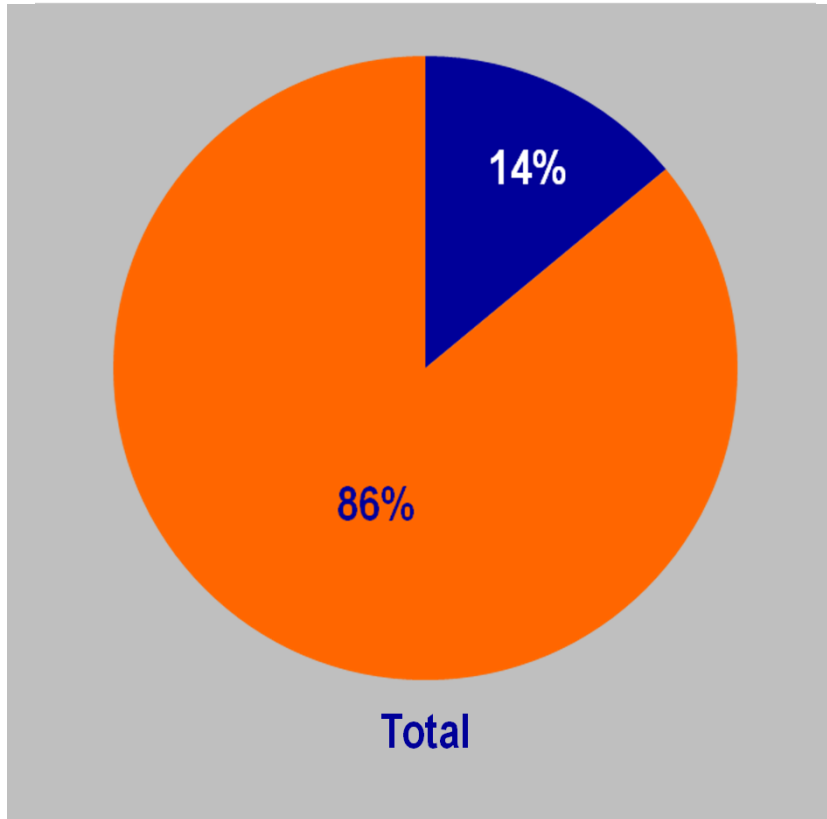
keep and continue using the Grohe shower head which you have tested re-install your current shower head and continue using it

Basis: Total n=110
Female n=60
Male n=50

Readiness to Purchase Grohe New Tempesta

Assuming your current shower head was broken and you had to buy a new shower head. In this case, would you buy the Grohe shower head which you have tested? (yes/no)

86% are claiming to purchase Grohe New Tempesta in case their current shower head was broken.



Yes No

Basis: Total n=110
Female n=60
Male n=50

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Final Results

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