



WATER QUALITY &
HEALTH COUNCILSM

Swimmer Hygiene Omnibus Survey Results April 2012

Objectives and Methodology

- ❑ On behalf of the American Chemistry Council (ACC), Ogilvy PR conducted quantitative research to understand Americans' attitudes and behaviors when it comes to swimming and swimmer hygiene in public pools.
- ❑ An online omnibus survey was fielded April 4 to April 8, 2012, among a nationally representative sample of 1,000 American adults 18+.
- ❑ The margin of error for the total sample is $\pm 3.1\%$ at the 95% confidence level. This means that if we were to replicate the study, we would expect to get the same results (within 3.1 percentage points) 95 times out of 100.
- ❑ Throughout this report, an asterisk "*" next to a number indicates a significant difference from the corresponding audience at the 95% level of confidence.



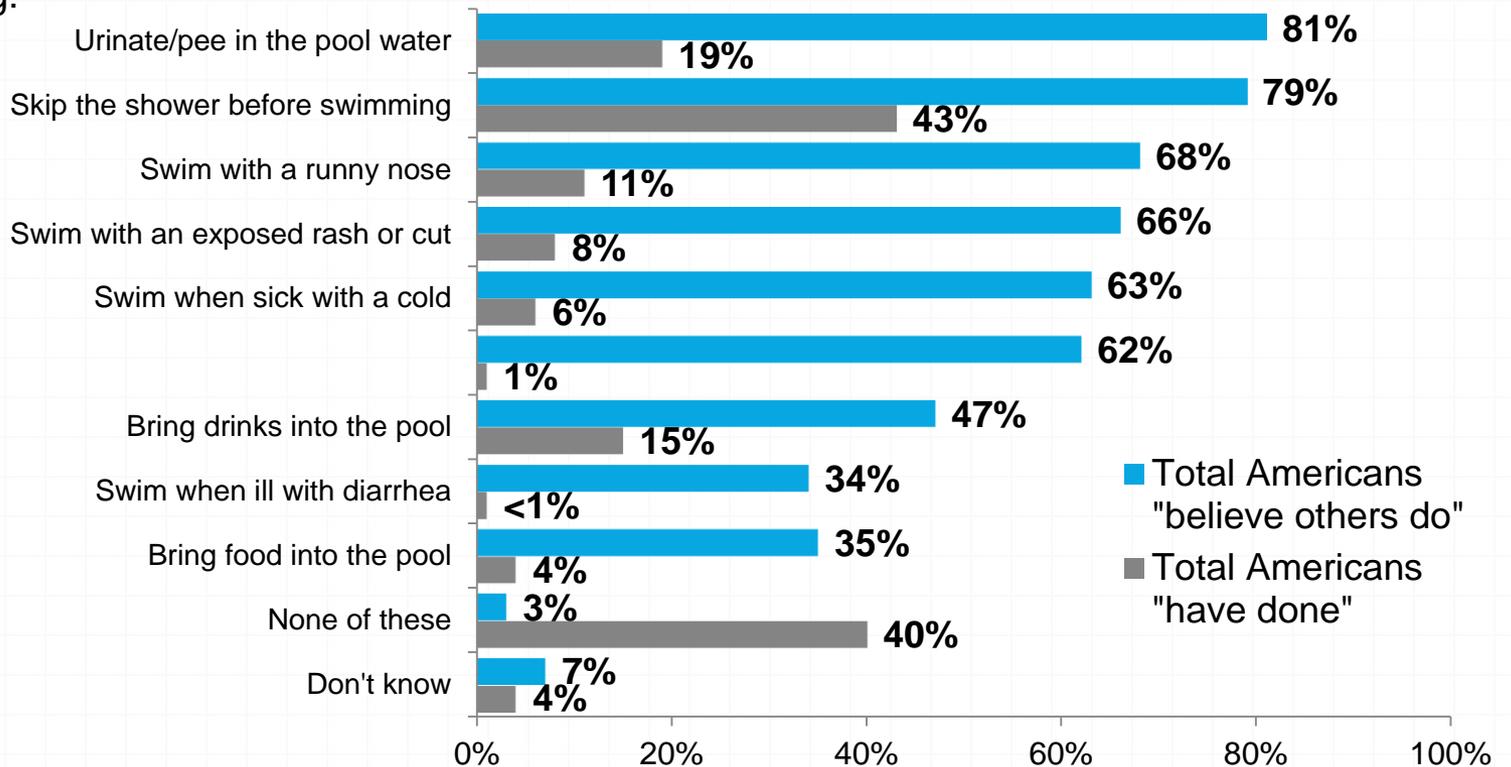
Media Highlights

- ❑ Americans believe public swimming pools contain more than just water. Americans not only express concerns over contamination in pool water, but they have also contributed to it by peeing in the pool or not showering before swimming.
- ❑ Not only do most Americans not always shower before entering a public pool, but many believe it's not necessary. Further, Americans are misguided about chlorine; believing the strong smell and eye irritation are caused directly by chlorine.
- ❑ However, Americans believe swimmers can play an important and beneficial role in pool hygiene. Some report they would be more likely to shower if there were better shower facilities as well as more information.



Americans overwhelmingly believe there is more in public swimming pools than water

- ❑ One in five Americans (19%) have actually peed in a public swimming pool, while the majority of Americans (81%) believe that other people urinate/pee in the pool water.
- ❑ While over half of Americans (62%) believe others fail to report that their infant or toddler pooped in their diaper/bathing suit in a public swimming pool, less than one percent admit to doing this.
- ❑ More than over three-quarters of Americans (79%) believe people skip the shower before swimming in a public swimming pool, four in ten Americans (43%) report skipping the shower before swimming.



Q: Which, if any, of the following do you believe people do in a public swimming pool (e.g., community pools, hotel pools, gym pools)?

Q: Have you ever done any of the following in a public swimming pool (e.g., community pools, hotel pools, gym pools)?

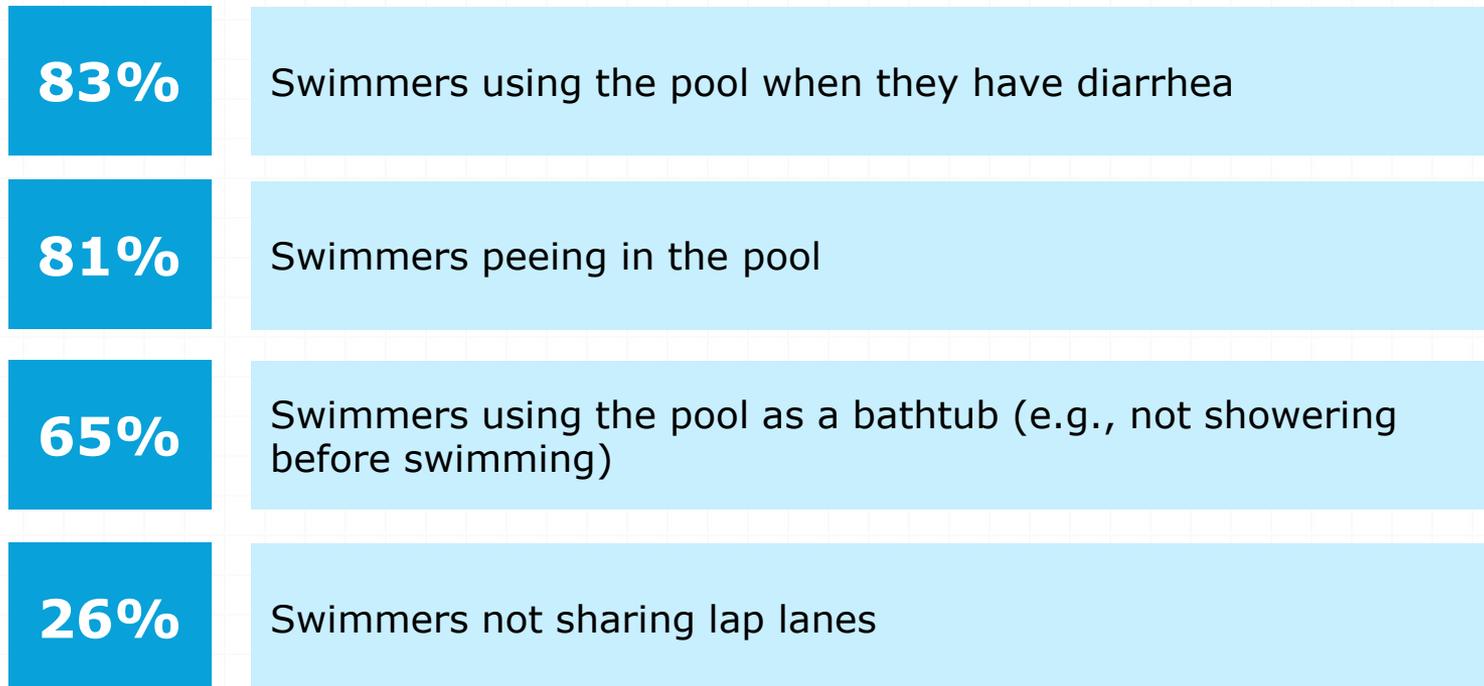


Concerns also exist over contamination from diarrhea, urine and swimmers not showering

- ❑ Women are significantly more likely than men to be concerned about swimmers peeing in the pool (85%* vs. 78%).

Total Americans

Concerned (Very/Somewhat)





However, Americans are not always showering before they enter a public pool, with nearly half admitting they rarely shower

- ❑ Less than one-third of Americans (32%) **always** shower before entering a public swimming pool.
 - Americans 55+ are significantly more likely than their counterparts to report that they **always** shower before entering a public swimming pool (18-34, 24%; 35-54, 29%; 55+, 39%*).
- ❑ Interestingly, nearly one-quarter of Americans (22%) report they **never** shower before entering a public swimming pool.

Total Americans



Total Americans

Agree
(Strongly/Somewhat)

48%

I rarely shower before I go into a swimming pool.

Q: How frequently do you shower before entering a public swimming pool (e.g., community pools, hotel pools, gym pools)?

Q: Please read the following statements and indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

While nearly all Americans say they would never re-use someone else's bath water, many Americans don't see the need to shower before entering a swimming pool

- ❑ Most Americans (93%) report they would never re-use someone else's bath water.
 - Americans with a household income over \$50,000 are significantly more likely than their counterparts to believe it is not necessary to shower before going into a swimming pool (49%* vs. 38%).
 - Interestingly, over one-third of Americans who have actually showered before entering a pool (35%) don't believe it is necessary to shower before going into a swimming pool.

Total Americans

Agree
(Strongly/Somewhat)

93%

I would never re-use someone else's bath water.

44%

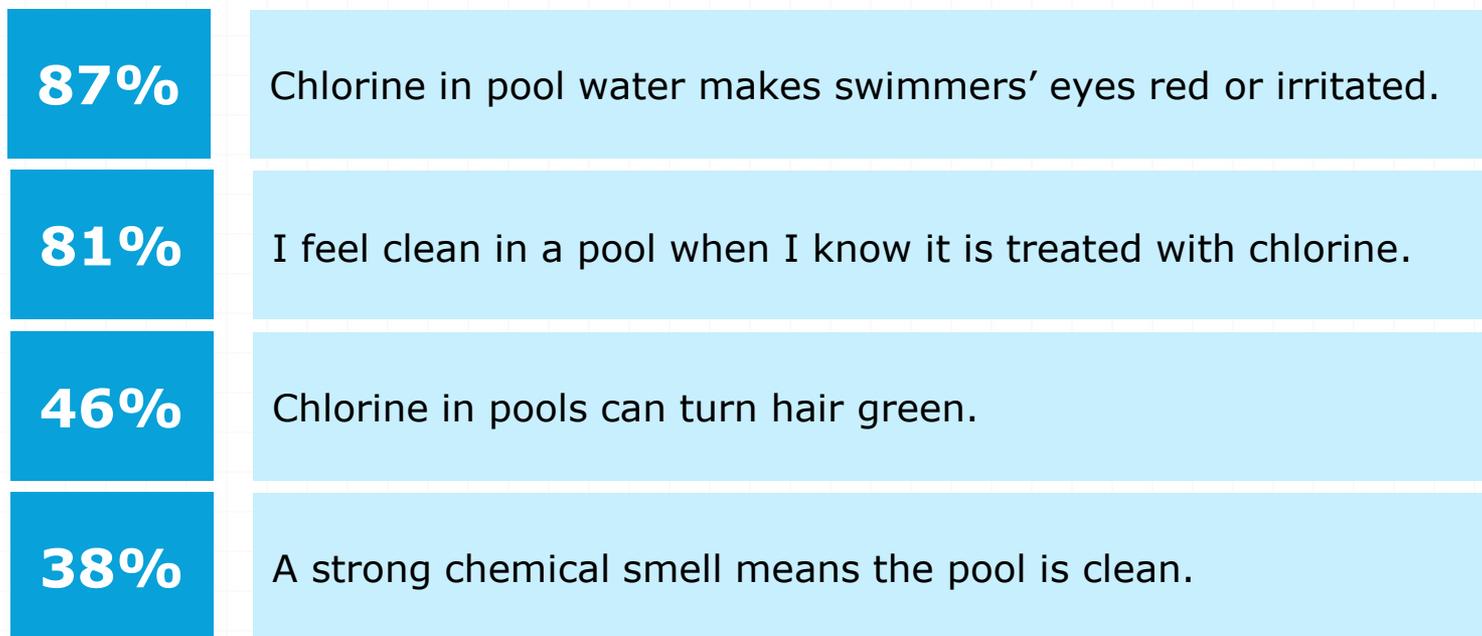
I don't believe it is necessary to shower before going into a swimming pool.

Confusion exists about the effects and potency of chlorine

- ❑ Men are significantly more likely than women to feel clean in a pool when they know it is treated with chlorine (83%* vs. 78%).
- ❑ Women are significantly more likely than men to agree that chlorine in pools can turn hair green (58%* vs. 33%).
- ❑ Younger Americans are significantly more likely than Americans 55+ to believe a strong chemical smell means the pool is clean (18-34, 44%*; 35-54, 41%*; 55+, 34%).

Total Americans

Agree (Strongly/Somewhat)



Americans do believe swimmers can play an important role in pool hygiene for everyone's benefit



- Nearly all Americans believe swimmers can play an important role in keeping swimming pools clean and healthy.

Total Americans

Agree
(Strongly/Somewhat)

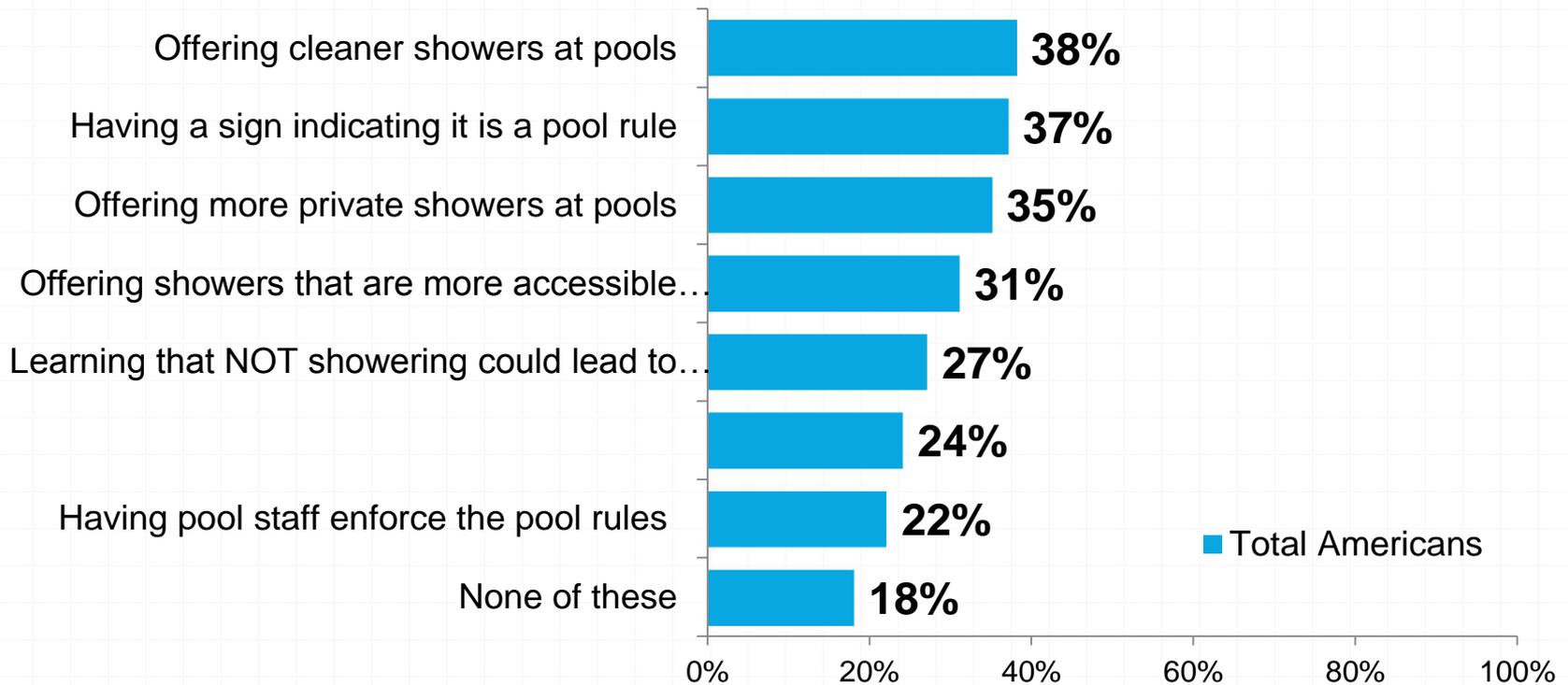


Q: Please read the following statements and indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.



Many would be compelled to shower if there were more information and improved facilities

- ❑ Women are significantly more likely than men to shower before going into a public swimming pool if cleaner showers were offered (43%* vs. 34%).
- ❑ Americans 18-34 are significantly more likely than their older counterparts to report that they would shower before going into a public swimming pool if there were cleaner showers at the pool (18-34, 46%*; 35-54, 36%; 55+, 36%).
- ❑ Women are significantly more likely than men to shower prior to swimming in a public pool if they learned NOT showering could lead to germs being transferred in the water (31%* vs. 23%).



Q: Which of the following, if any, would make you more likely to shower before going into a public swimming pool (e.g., community pools, hotel pools, gym pools)?