



## Topline Findings

# Nearly Half of Women Use the Men’s Room to Avoid Long Lines at the Women’s Bathroom

### Ipsos Survey on Behalf of Astellas

**Washington, DC, November 17, 2017** — A sizeable proportion of American women say that they have used the men’s room when the line for the women’s bathroom was too long (49%). Although risqué, many women have peed in even more unusual places. One in five women say the most unusual place they’ve peed was behind the bushes (19%), closely followed by in the woods (17%) or on the roadside (16%). More than a third say they feel frustrated when they cannot find a bathroom when they need one (36%), with 21% scoping out where the bathroom is when arriving at a public venue.

Two fifths of American women say they think about their bladder health often (40% very/somewhat often). While women are most likely to confide in their physician about frequent visits to the bathroom to pee, stomach aches, and digestive problems, they are most likely to discuss cramps with their best friend. Based on this information, it’s not surprising that most women gather information from their physician (65%) or Web-MD (51%) when feeling ill or having a health issue.

1. When excusing yourself from a group to go to the bathroom, which of the following explanations do you give to the group?

	<b>Total</b>
	(n=2,854)
I have to use the bathroom	51%
Please excuse me	34%
I have to pee	8%
I have to powder my nose	1%
I have to check my phone	1%
Other (please specify)	4%
None of the above	2%

2. Have you ever used the men’s bathroom because the line for the women’s bathroom was too long?

	<b>Total</b>
	(n=2,854)
Yes	49%
No	51%

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
Vice President, U.S., Ipsos Public Affairs  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Topline Findings – continued –

3. Please indicate how strongly you agree or disagree with the following statements.

	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree
I have taken a different route to the bathroom at work as to not pass by the same person every time <i>(Asked of those employed full or part time)</i>	9%	17%	15%	19%	40%
I feel embarrassed about going to the bathroom too often at work <i>(Asked of those employed full or part time)</i>	8%	19%	16%	21%	36%
I have missed an important plot point during a movie/show because I had to go to the bathroom	13%	24%	15%	22%	27%
I have missed an important moment at a sports event because I had to go to the bathroom	6%	17%	18%	21%	37%
I have missed an important moment at a concert and/or art event because I had to go to the bathroom	7%	19%	16%	24%	35%
I have missed an important moment at a family event/gathering because I had to go to the bathroom	6%	16%	18%	25%	34%
I have waited until I could find a better bathroom to use even if I really had to go	21%	35%	14%	17%	13%
I feel pressure to go quickly if I use a single-stall bathroom	17%	32%	18%	17%	17%

4. Thinking about the different situations below, please indicate how you feel when faced with each of the following.

	Frustrated	Embarrassed	Annoyed	Uncomfortable	Does not both me	I have never been in this situation
Waiting in line to use the bathroom	19%	2%	37%	15%	26%	1%
Using a spouse/partner's bathroom	1%	5%	4%	9%	66%	15%
Having to use a dirty bathroom because there is no other option	23%	2%	32%	33%	4%	6%
Only having the option of using a single-stall bathroom	8%	3%	16%	13%	57%	3%
The bathrooms are out of order in your building	33%	1%	40%	7%	3%	14%
The bathroom is being cleaned when you need to use it	22%	3%	37%	14%	21%	4%
Needing to walk around a building trying to find a bathroom to use	23%	4%	37%	13%	16%	7%
Not being able to find a bathroom that is close when at an outside venue	29%	2%	40%	14%	8%	7%

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
Vice President, U.S., Ipsos Public Affairs  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Topline Findings – continued –

5. Thinking about your living situation, do you have your own private bathroom to use?

	<b>Total</b>
	(n=2,854)
Yes	70%
No	30%

6. Which of the following situations have you faced while sharing a bathroom with someone else? (Please select all that apply)  
(Asked of those who said 'No' at Q5)

	<b>Those Who Do Not Have Private Bathroom</b>
	(n=871)
Waited outside the door for more than 5 minutes	38%
Yelled at the person inside if they didn't finish up quickly	35%
Had to use another bathroom in the house, even though it was a less desirable bathroom	35%
Pounded on the door to signal that I needed to go	28%
Other (please specify)	4%
None of the above	23%

7. When arriving at a public venue (e.g., restaurant, movie theater), what is the first thing you do? (Please select only one)

	<b>Total</b>
	(n=2,854)
Look around at the décor	20%
Try to find a seat	59%
Scope out where the bathroom is	21%

8. Which emotion do you feel when you cannot find a bathroom when you need one? (Please select only one)

	<b>Total</b>
	(n=2,854)
Annoyed	32%
Frustrated	36%
Uncomfortable	29%
Other	3%



## Topline Findings – continued –

9. Where is the most unusual place you've ever peed? (Please select only one)

	<b>Total</b>
	(n=2,854)
In the woods	17%
Roadside	16%
In the pool	4%
In the ocean	6%
In the car	5%
In my pants	7%
Behind a port-o-potty	1%
Behind the bushes	19%
In a parking lot	7%
Other	3%
I have never peed anywhere but a bathroom	14%

10. Thinking about using bathrooms, which of the following challenges have you faced the most in the past? (Please select only one)

	<b>Total</b>
	(n=2,854)
Bumping into someone while rushing into a public bathroom	9%
Having to look for another bathroom because one is in use	42%
Forgetting your keys in the door when rushing to get to the bathroom	5%
Not being able to concentrate during a conversation that ran long when you need to go to bathroom	19%
None of the above	25%

11. How often do you think about your bladder health?

	<b>Total</b>
	(n=2,854)
Very often	14%
Somewhat often	26%
Not very often	40%
I do not think about it at all	20%

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
Vice President, U.S., Ipsos Public Affairs  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Topline Findings – continued –

12. Thinking about topics that might be more personal and sensitive, who do you usually confide in when you feel there might be an issue with regard to the following? (Please select only one per column)

	Frequent visits to the bathroom (to pee)	Stomach aches	Cramps	Digestive problems
My physician	27%	21%	15%	30%
My best friend	14%	17%	21%	16%
My mother	12%	19%	14%	17%
My sibling(s)	6%	6%	7%	6%
My co-workers	2%	3%	3%	2%
I do not confide in anyone with regard to this	39%	33%	40%	29%

13. When you think about feeling ill or having a health issue, which of the following news sources would you use to gather more information around the symptoms you are feeling?

	Total
	(n=2,854)
Online news websites (e.g., CNN, Fox News)	9%
Web-MD	51%
My family/friends	38%
My partner/spouse	28%
My coworkers	7%
My physician	65%
Health blogs	20%
Social media (e.g., Facebook, YouTube, Twitter)	6%

### About the Study

These are findings from an Ipsos poll conducted June 12-16, 2017 on behalf of Astellas. For the survey, a sample of 2,854 women age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
Vice President, U.S., Ipsos Public Affairs  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Topline Findings – continued –

representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2013 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.1 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ( $n=2,854$ ,  $DEFF=1.5$ , adjusted Confidence Interval=3.6).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

**For more information on this news release, please contact:**

Chris Jackson  
Vice President, U.S.  
Ipsos Public Affairs  
+1 202 420-2025  
[chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)

### About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
Vice President, U.S., Ipsos Public Affairs  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Topline Findings – continued –

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

*ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP*

[www.ipsos.com](http://www.ipsos.com)

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025