



About Four in Ten Prefer Dentist's Visit to Swimsuit Shopping

*** Complete Tables for Poll Appended ***

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This Marist Poll Reports:

Memorial Day Weekend marks the unofficial start of summer which means one thing -- bathing suit season. And, just the *thought* of squeezing into those skimpy garments strikes fear in the hearts of a good amount of Americans.

According to this national Marist Poll, although a majority of residents -- 55% -- would rather shop for a bathing suit than visit the dentist, a sizeable proportion -- 41% -- would prefer to take a trip to their dentist. Four percent are unsure.

Women are more reluctant than men to shop for a swimsuit. A slim majority of women -- 51% -- would prefer to rummage through racks of swimsuits while 44% say they would rather sit in the dentist's chair. Five percent are unsure. Among men, 59% think shopping for a bathing suit is the lesser of two evils while 38% believe going to the dentist is. Three percent can't choose.

Looking at age, 59% of residents younger than 45 years old choose purchasing a swimsuit over going to the dentist while 39% select the opposite. Two percent are unsure. 52% of those 45 and older report they would prefer to shop for a bathing suit while 43% say they would rather visit the dentist. Five percent can't decide between the two.

How the Survey was Conducted

Nature of the Sample: National Poll of 1,274 Adults

This survey of 1,274 adults was conducted on April 10th through April 14th, 2011. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 3.0 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: Adults

Nature of the Sample - National Adults		
		National Adults
		Col %
National Adults		100%
Registered Voters		80%
Region	Northeast	19%
	Midwest	22%
	South	37%
	West	22%
Household Income	Less than \$50,000	51%
	\$50,000 or more	49%
Race	White	67%
	African American	10%
	Latino	11%
	Other	11%
Race	White	67%
	Non-white	33%
Age	Under 45	40%
	45 or older	60%
Generation	Millennials (18-30)	20%
	Gen X (31-46)	24%
	Baby Boomers (47-65)	37%
	Silent-Greatest (Over 65)	19%
Gender	Men	49%
	Women	51%
Interview Type	Landline	74%
	Cell Phone	26%

Marist Poll National Adults: Interviews conducted April 10th through April 14th, 2011, N=1274 MOE +/- 3%.
Totals may not add to 100 due to rounding.

Bathing Suit Shopping vs. Going to the Dentist

Asked of National Adults Split Sample:

Question Wording: Which would you rather do:

		National Adults		
		Which would you rather do:		
		Shop for a bathing suit	Go to the dentist	Unsure
		Row %	Row %	Row %
National Adults		55%	41%	4%
Region	Northeast	60%	36%	4%
	Midwest	56%	38%	6%
	South	55%	42%	2%
	West	48%	47%	6%
Household Income	Less than \$50,000	53%	42%	5%
	\$50,000 or more	57%	41%	2%
Age	Under 45	59%	39%	2%
	45 or older	52%	43%	5%
Gender	Men	59%	38%	3%
	Women	51%	44%	5%
Interview Type	Landline	52%	42%	5%
	Cell Phone	63%	37%	<1%

Marist Poll National Adults Split Sample: Interviews conducted April 10th through April 14th, 2011, N=636 MOE +/- 4%. Totals may not add to 100 due to rounding.