

UNDERSTANDING FREQUENT BATHERS

BATHLETE™ Bather : Person that takes a bath at least weekly

38%

of the U.S. population are BATHLETE™ bathers

PEAK BATH TIMES



Monday Morning



Weekend Evenings



3.3 baths per week on average



Contrary to popular belief:

48%

of 25-44 year olds bathe regularly

50%

of avid bathers are **MEN**

OF THOSE WHO USE BATHS TO **RECOVER** AFTER FITNESS ACTIVITIES:



43%

Runners or joggers



34%

Attend exercise classes



33%

Weight lifters

2 OF 3

would bathe more often if they had a bigger, more comfortable tub with jets

4 OF 5

bathers wish they had jets for their therapeutic, fun, relaxing benefits



BATHLETE™