



The Icelandic Ostomy Association

Awareness and attitude

August 2015

Method

Description of research

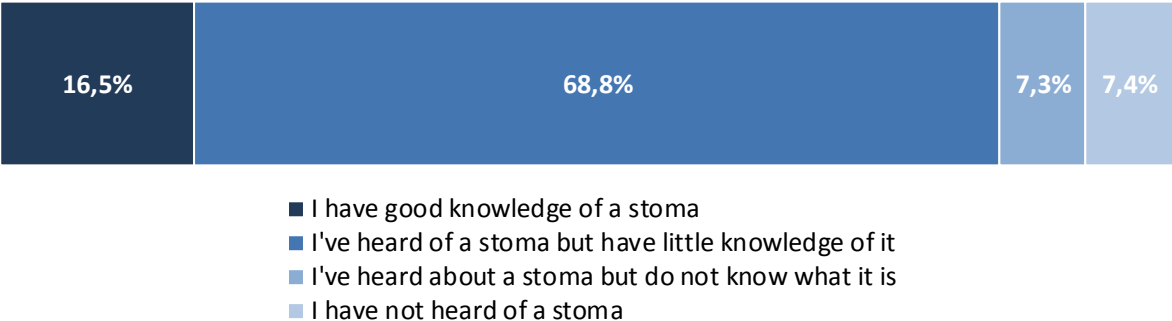
Customer	The Icelandic Ostomy Association
Objective	To explore the awareness of a stoma and attitude towards people with a stoma using pools
Survey period	August 19 th to 31 st 2015
Method	Web based survey
Sample	The sample consisted of people from the whole country, 18 years and older, randomly selected from Gallup's Internet panel
Project number	4025211

Sample size and response rate

Sample	1489
Did not answer	603
Total respondents	886
Response rate	59,5%

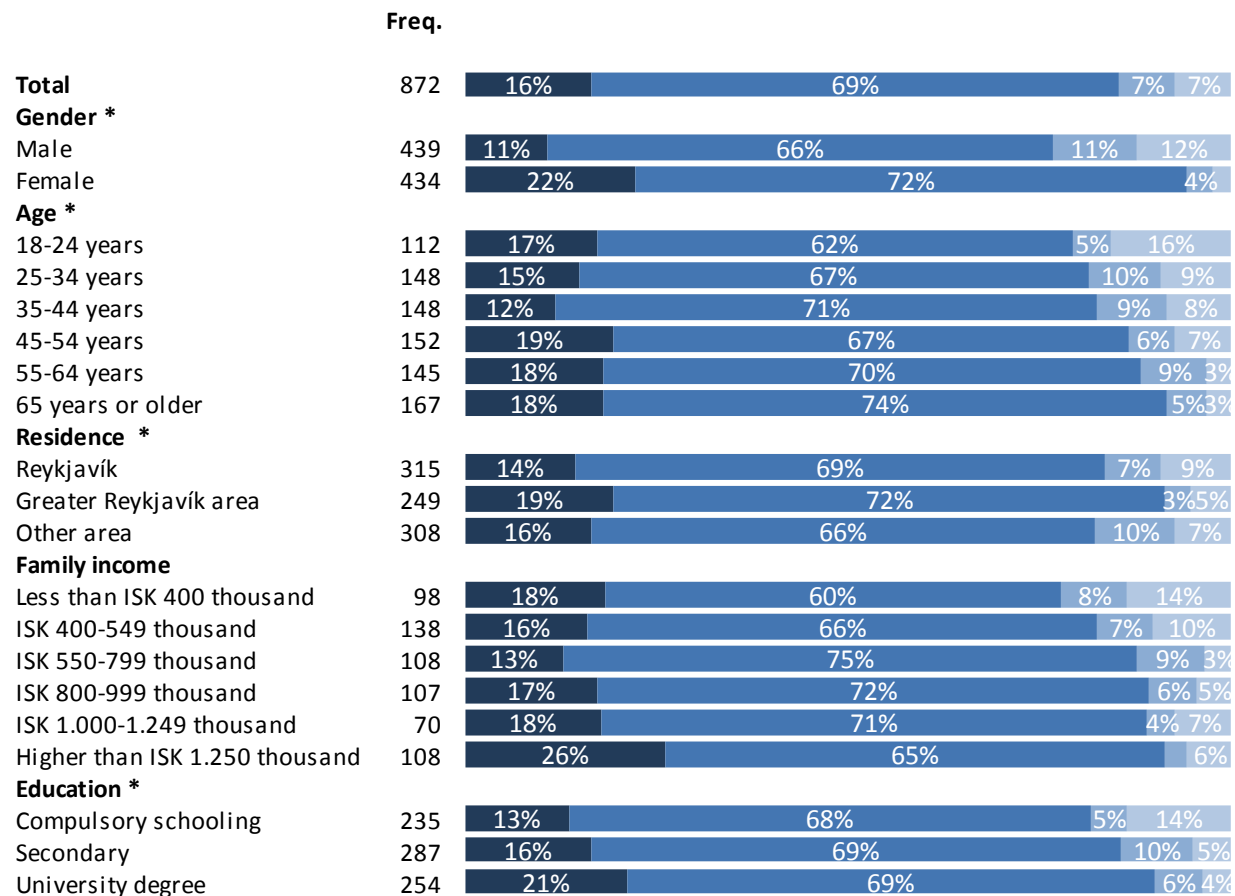
Q. 1. Which of the following statements best describes your awareness and knowledge of a stoma?

	Count	%	+/-
I have good knowledge of a stoma	144	16,5	2,5
I've heard of a stoma but have little knowledge of it	600	68,8	3,1
I've heard about a stoma but do not know what it is	63	7,3	1,7
I have not heard of a stoma	65	7,4	1,7
Number of responses	872	100,0	
Did respond	872	98,5	
Did not respond	14	1,5	
Total respondents	886	100,0	



Q. 1. Which of the following statements best describes your awareness and knowledge of a stoma?

Analysis

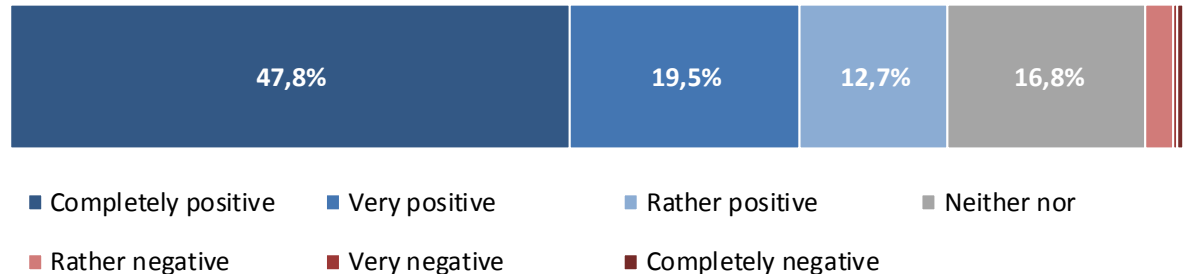
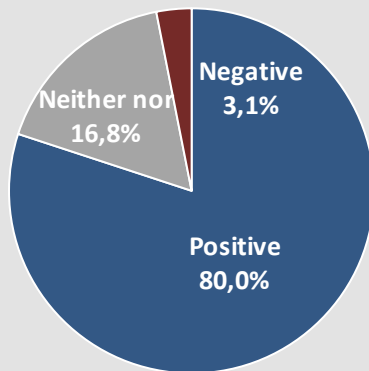


* Statistically significant difference

- I have good knowledge of a stoma
- I've heard of a stoma but have little knowledge of it
- I've heard about a stoma but do not know what it is
- I have not heard of a stoma

Q. 2. A stoma is an external pouch on the abdomen that receives urine or faeces. How positive or negative are you towards people with a stoma using public swimming pools?

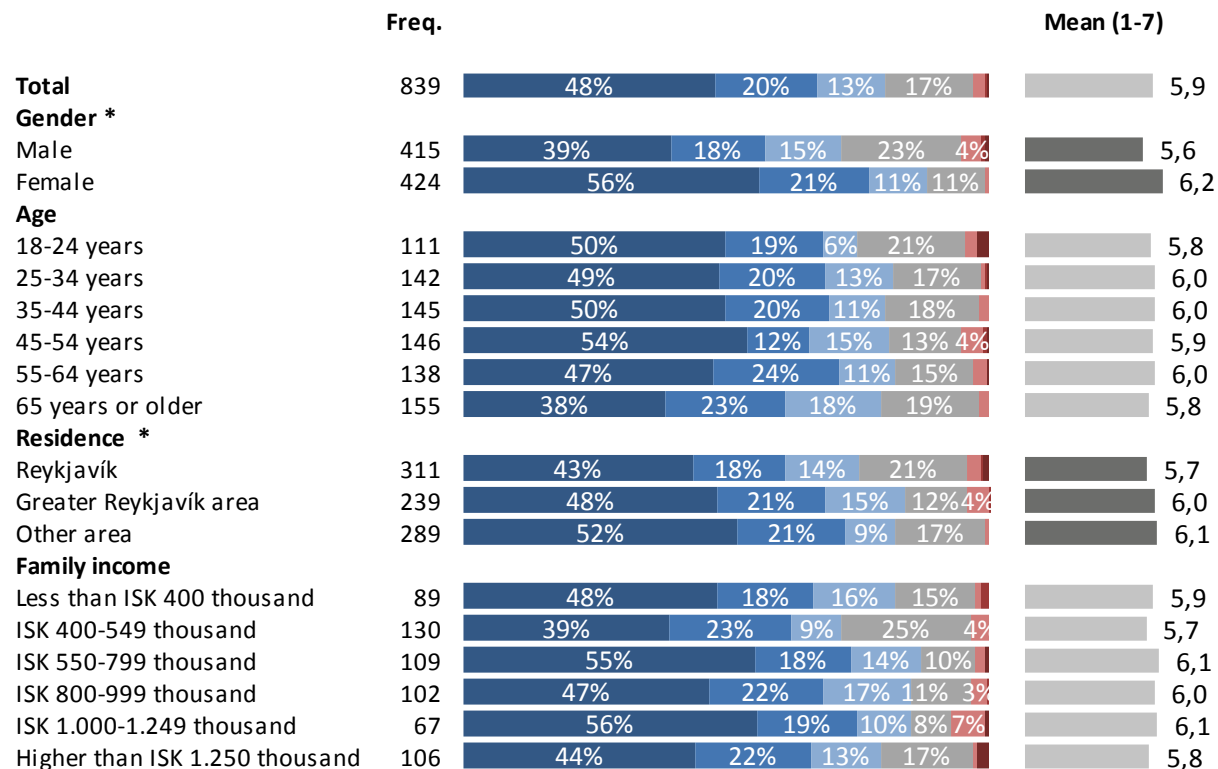
	Count	%	+/-
Completely positive (7)	401	47,8	3,4
Very positive (6)	164	19,5	2,7
Rather positive (5)	107	12,7	2,3
Neither nor (4)	141	16,8	2,5
Rather negative (3)	20	2,4	1,0
Very negative (2)	2	0,2	0,3
Completely negative (1)	4	0,5	0,5
Positive	671	80,0	2,7
Neither nor	141	16,8	2,5
Negative	26	3,1	1,2
Number of responses	839	100,0	
Did respond	839	94,7	
Did not respond	47	5,3	
Total respondents	886	100,0	
Mean (1-7)	5,9		
Conf. Int. ±	0,1		



■ Completely positive
 ■ Very positive
 ■ Rather positive
 ■ Neither nor
■ Rather negative
 ■ Very negative
 ■ Completely negative

Q. 2. A stoma is an external pouch on the abdomen that receives urine or faeces. How positive or negative are you towards people with a stoma using public swimming pools?

Analysis

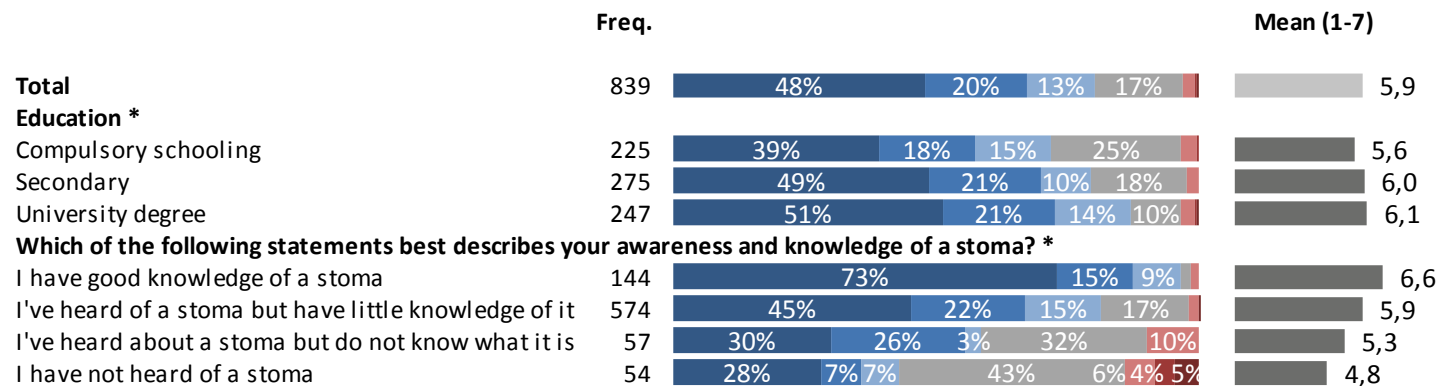


* Statistically significant difference between means



Q. 2. A stoma is an external pouch on the abdomen that receives urine or faeces. How positive or negative are you towards people with a stoma using public swimming pools?

Analysis



* Statistically significant difference between means

■ Completely positive ■ Very positive ■ Rather positive ■ Neither nor ■ Rather negative ■ Very negative ■ Completely negative

Q. 3. What is the main reason you are negative towards people with a stoma using public swimming pools?

Those who responded negatively (Q. 2) were asked this question.

- General hygiene.
- Not quite safe.
- I find it hard to be able to relax and enjoy being in the swimming pool with such a bag in the water.
- I form an opinion based on what my heart tells me, I would not go into public swimming pool, wearing a stoma.
- Could rupture or leak, I imagine.
- Hygiene.
- The risk of a leakage.
- The risk of a leakage and unhygienic.
- The risk of a contamination and the appearance.
- Probably because I do not know the issue well enough.
- Of contamination risk from the stoma, the possibility of incidents, do not know enough about the security associated with this.
- Disgusting.
- Disturbing and the bags are always transparent that makes it worse.
- The fear of a leakage.
- A mess.
- Ignorance.
- Although the chances of a leakage are probably very limited or none, there is something uncomfortable about it.

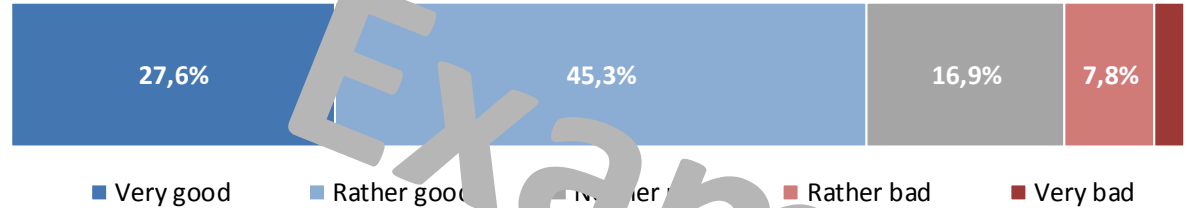
Instructions on how to interpret the results

How good or bad is...?

	Count	%	+/-
Very good (5)	217	27,6	3,1
Rather good (4)	356	45,3	3,5
Neither nor (3)	133	16,9	2,6
Rather bad (2)	61	7,8	1,9
Very bad (1)	19	2,4	1,1
Good		72,9	3,1
Neither nor		16,9	2,6
Bad		10,2	2,1
Number of responses	786	100,0	
Did respond	786	69,2	
Did not respond	350	30,8	
Total asked	1.136	100,0	
Asked	1.136	95,8	
Not asked	50	4,2	
Total respondents	1.186	100,0	
Mean (1-5)		3,9	
Confidence Interval ±		0,1	

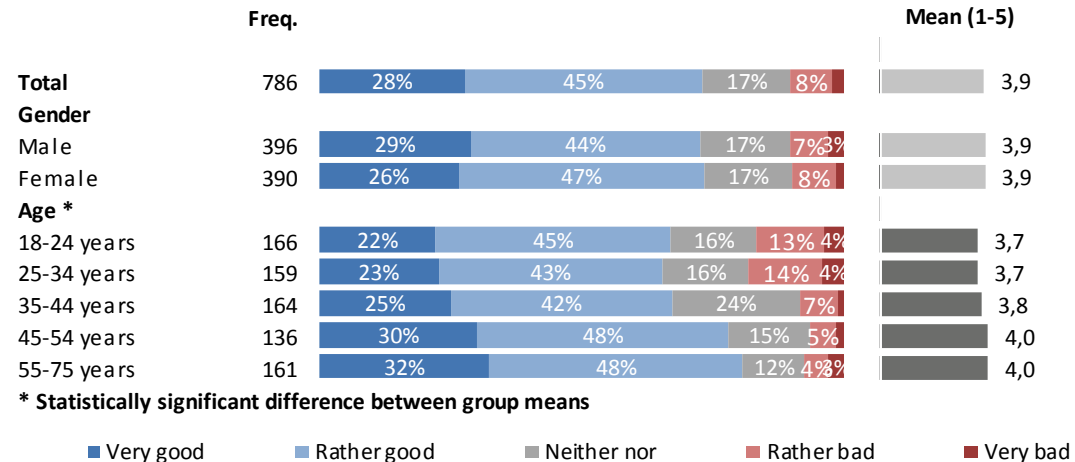
The findings for each question are presented in **table** and **chart** form. Each question is stated at the top of the respective page, and each table is headlined with the feature that is being measured. In the tables one can see the participants' answers and the number of those who did not answer that particular question. The table on the left shows that little less than 28% think the brand is very good and more than 45% think it is rather good. Less than 8% think it is rather bad and about 2% think it is very bad. Adding together the figures for "rather" and "very" those who think the brand is good are just under 73%.

The **mean** is computed by multiplying the value of each response option with the number of respondents selecting that option, summing up and dividing the total by the number of responses. [Very good (n. x 5) + rather good (n. x 4) + neither nor (n. x 3) + rather bad (n. x 2) + very bad (n. x 1)] / Total number of responses. In this example the value of the mean is on a scale from 1 to 5.



Confidence intervals

Confidence intervals are important for a clearer understanding of the survey findings. Confidence intervals are calculated for an equal interval above and below each percentage, unless the figure goes down to 0% or up to 100%. The normal reference is 95% confidence. When the interval has been obtained, it is possible to say with 95% confidence that a result produced by a survey will lie within it. The centre of the population was asked. This then enables comparison between different groups or responses. If the confidence limits do not overlap, the difference between them is statistically significant. For example, it could be stated with 95% confidence that most individuals consider the factor good rather than bad.



Weighting

The sample's results are weighted to better represent the population with regard to gender, age and residence. Frequencies are therefore rounded, but ratios and means are calculated with decimals. Therefore, sums in frequency tables and crosstabs do not necessarily match completely.

Sample ratios (before weighting):

Gender:

Male	52,6%
Female	47,4%

Age:

18-24 years	5,2%
25-34 years	13,7%
35-44 years	16,3%
45-54 years	19,2%
55-64 years	19,8%
65 years or older	19,8%

Residence:

Capital area	67,8%
Other area	32,2%

Sample ratios (after weighting):

Gender:

Male	50,4%
Female	49,6%

Age:

18-24 years	12,8%
25-34 years	16,7%
35-44 years	16,9%
45-54 years	17,5%
55-64 years	16,7%
65 years or older	19,4%

Residence:

Capital area	64,5%
Other area	35,5%

Finally

Reykjavík, September 11th 2015

Best regards

Sóley Valdimarsdóttir

Eva Dröfn Jónsdóttir