It’s official: The Aussie word for swimwear is ‘bathers’

A whopping 3500 Australians entered a poll lead by Australian born swimwear brand Lilly & Lime, as they wanted to find out once and for all, the Aussie name for a swimsuit. In a matter of days, their online poll was flooded, along with their social media pages where people left thousands of comments stating whether they called them cossies, togs, swimmers or bathers.

Lilly & Lime co-founder Ashleigh Hill reveals ‘bathers’ is the preferred name, scoring 38 per cent nationwide, finishing ahead of “togs” with 28 per cent.

“This was followed by ‘swimmers’ with 19 per cent and then just 14 per cent for ‘cossies’, much to my dismay as that’s what I call them! Only one per cent of voters had an alternative name with suggestions such as budgie smugglers coming through,” Ashleigh said.

The poll proved the theory that what you call your swimwear traditionally depends on which state you grew up in.

“The victory for “bathers” was helped by support from 70 per cent of Victorians, 74 per cent of Western Australians, 66 per cent of Tasmanians and an overwhelming 84 per cent of South Australians. This result will no doubt ruffle feathers in New South Wales and Queensland, where ‘bathers’ each scored less than 10 per cent of the vote,” Ashleigh said.

In New South Wales, the description ‘swimmers’ narrowly beat out ‘cossies’, while further north ‘togs’ won in a landslide with 70 per cent of the votes in Queensland and 50 per cent in the Northern Territory. With the exception of New South Wales ‘togs’ was the runner up in every other state and territory.

“Comments showed that Queenslanders are very passionate about their name ‘togs’ as are Kiwis. There was a respondent from NSW who had never heard of ‘bathers’ before, ongoing rivalries within households from couples who have come from different states, a surprising amount of Victorians who call their swimwear ‘togs’ and many Australians who have lived in multiple states who happily and ‘not so’ happily switch and swap depending on where they live,” she said.

Ashleigh and co-founder Emma-Jane Hughes both grew up in Africa and have been confused over the ‘correct’ Aussie slang for swimwear since moving to Australia 10 years ago.

“We wanted to set the record straight as it has been an endless point of confusion for us since we moved here,” Ashleigh said. “We always said ‘cossies’ in Africa and I still do. However, I often have Queenslanders look at me funny when I say it. Although if I duck over to the NSW border and holiday in Byron Bay I feel right at home saying ‘cossies’ which I find baffling.”

Further digging has to be done to determine exactly where each name came from and why they are favoured by particular states but a large part is due to Australia’s
diverse culture and the combined languages of expats and local Indigenous languages.

“Due to the support from other states I feel if more Queenslanders had voted in the poll it would have been an easy victory for togs. Thirty-one per cent of overall voters were Victorian and 25 per cent were Queenslanders. The Queenslanders were the most vocal and passionate about ‘their’ togs on social media,” Queenslander Ashleigh said.

“The one thing that all voters would agree on regardless of their preferred name was that the most important thing is that a swimsuit does its job to make you feel comfortable and confident so you can make the most of the Aussie sun and have fun by and in the water,” she said.

Lilly & Lime is an Australian-born line that produces designs especially for a D Cup and up. You can explore their range here. To celebrate the poll results Lilly & Lime are offering free courier shipping for all orders purchased from now until midnight AEST on Australia Day, just use the code ‘AUSTRALIADAY18’ at the checkout when purchasing your BATHERS!

Ends

For further information, interviews, a state breakdown and photography please contact:
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Results:
Many Australians got behind the poll on social media and passionately voted: