

American Red Cross Water Safety Poll

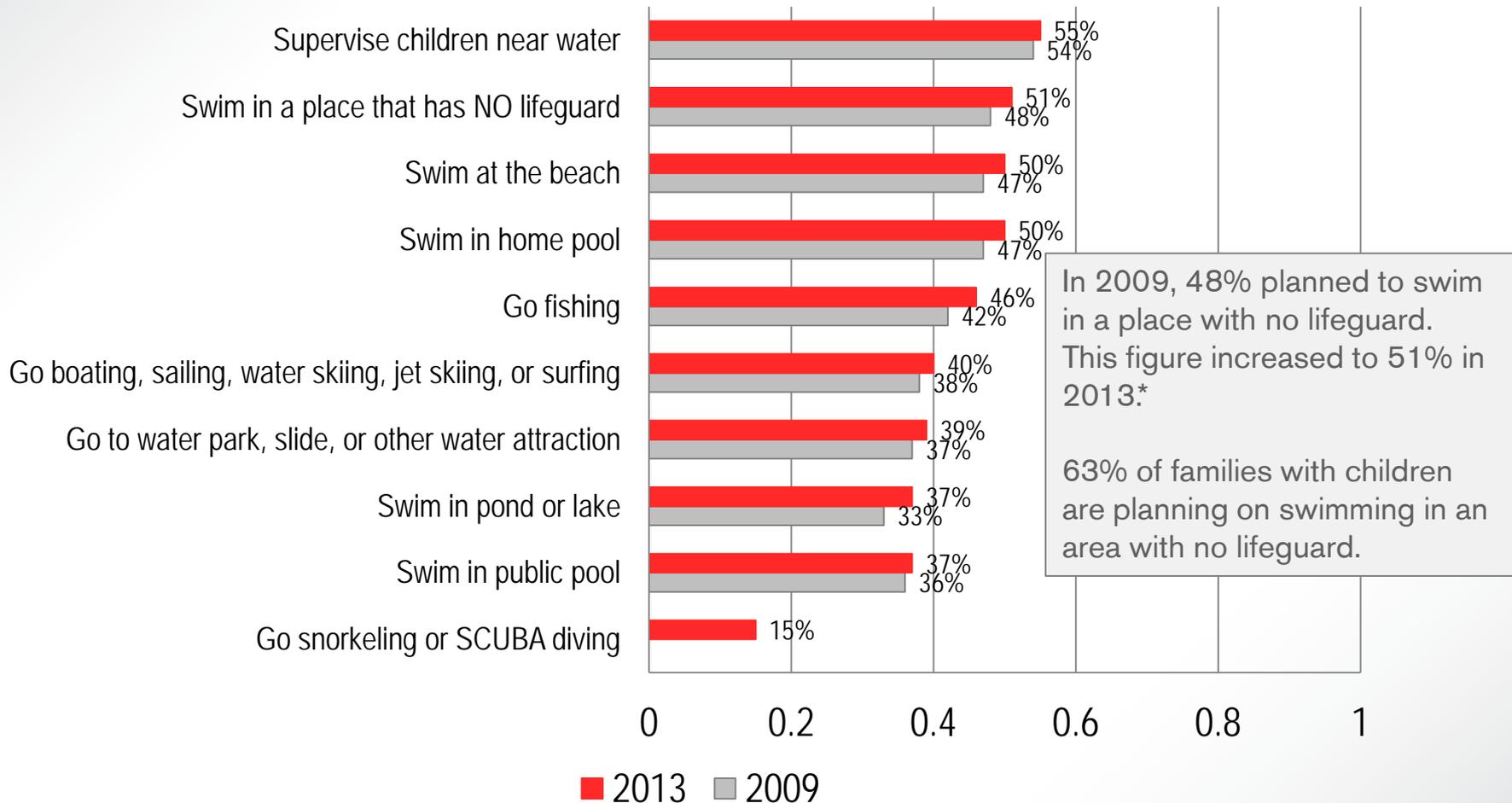
Telephone survey of 1,011 U.S. Adults 18 years and older on April 11-14, 2013 conducted in ORC International's CARAVAN® survey using a landline-cell dual-frame sampling design. Margin of error is +/- 3.1 percentage points at the 95% confidence level.

For comparison, this report includes findings from a 2009 Water Safety Poll-- Telephone survey of 1,002 U.S. Adults 18 years and older on March 20-23, 2009 conducted by ORC International's CARAVAN®. Margin of error is +/- 3.1 percent at the 95% confidence level.

Report Date: May 1, 2013



51% of Americans plan on swimming in places with no lifeguard, up from 48% in 2009



Do you expect to participate in any of the following water activities this summer?

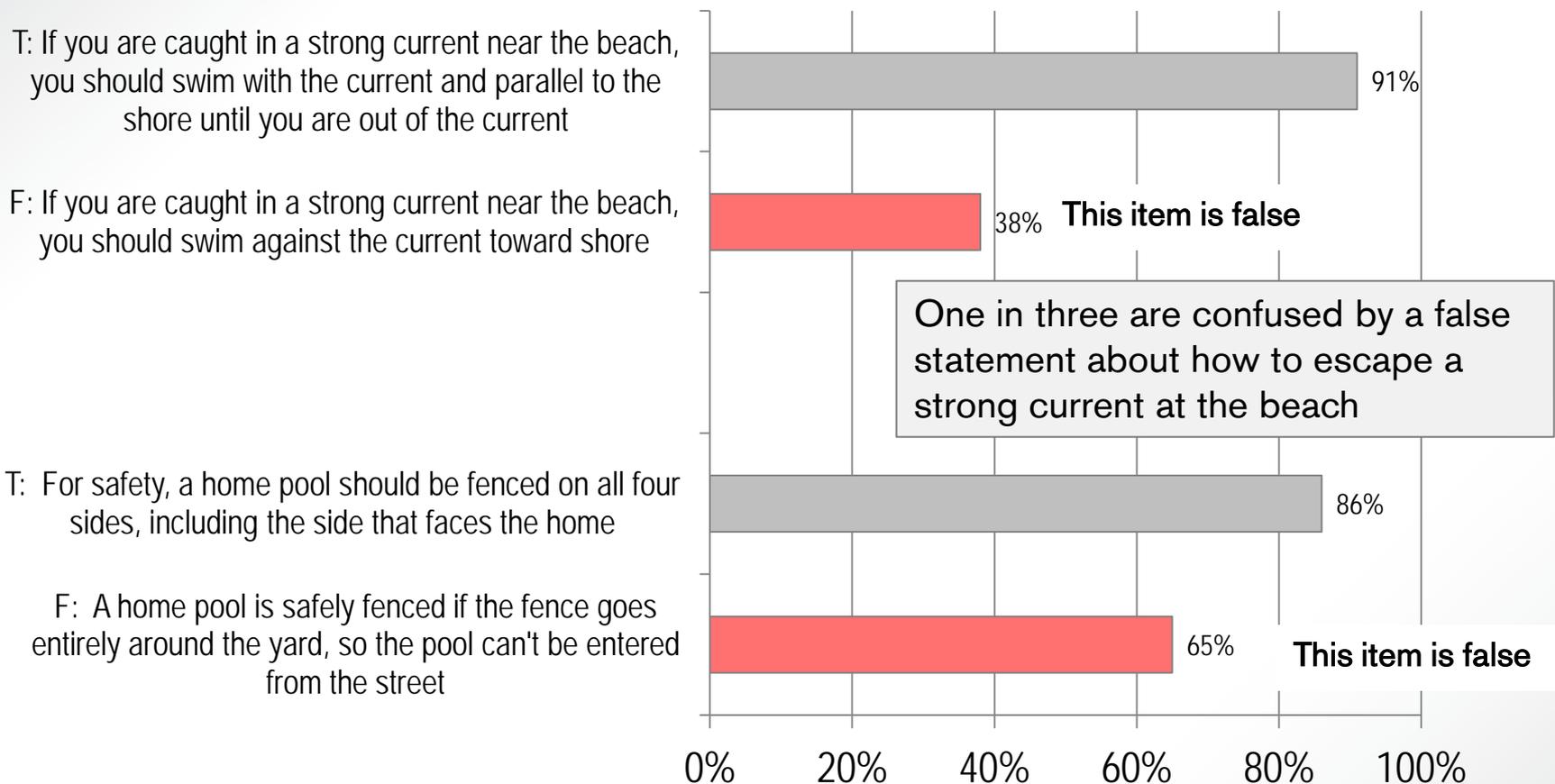
*3.1% difference, significant at the .05 level.



American Red Cross

When presented with a false statement, two out of three felt that a pool was safely fenced if it couldn't be entered from the street

One in three advised swimming against a strong current toward shore.

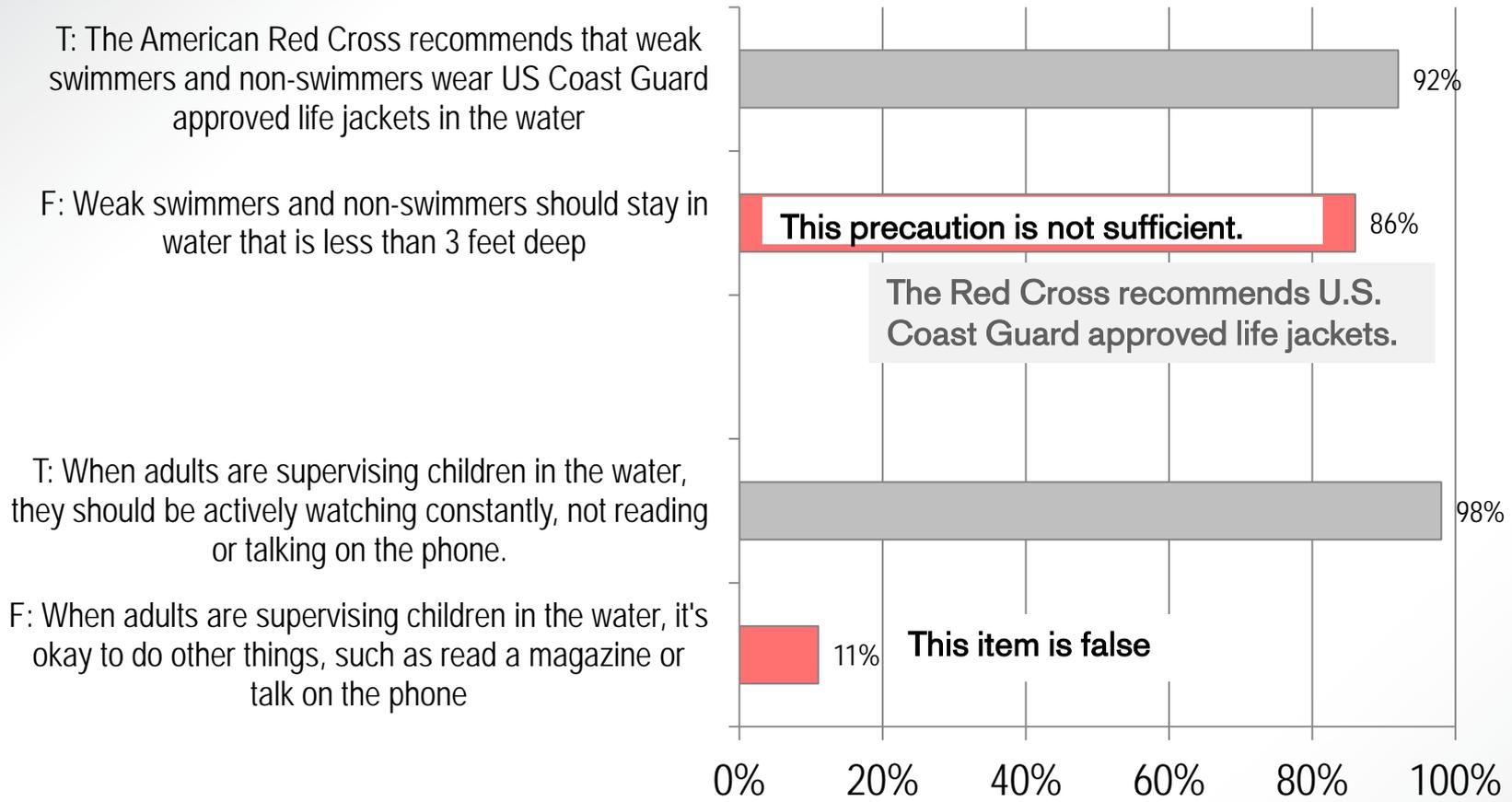


Please tell me if you believe each of the following statements is true or false. Split sample – Half of respondents were asked the true item and half were presented with the false item



American Red Cross

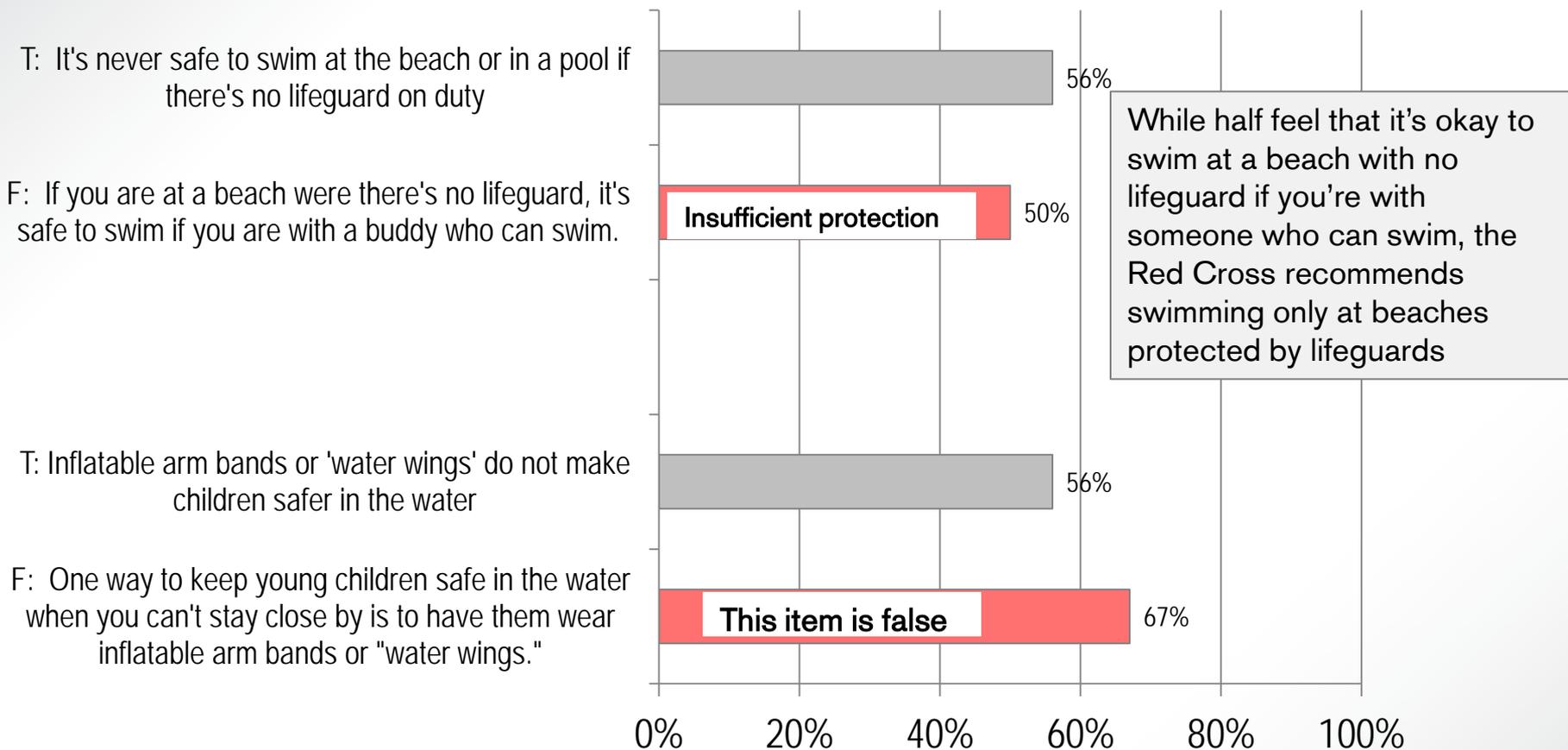
One in ten agrees with a false statement that “it’s okay to read a magazine or talk on the phone while supervising children in the water.”



Please tell me if you believe each of the following statements is true or false. Split sample – Half of respondents were asked the true item and half were presented with the false item

When presented with a false statement, two out of three feel that “water wings” help to keep young children safe.

The Red Cross stresses that inflatable arm bands do not make children safer.



Please tell me if you believe each of the following statements is true or false. Split sample – Half of respondents were asked the true item and half were presented with the false item



American Red Cross

Nearly half of Americans have never taken formal swim lessons.

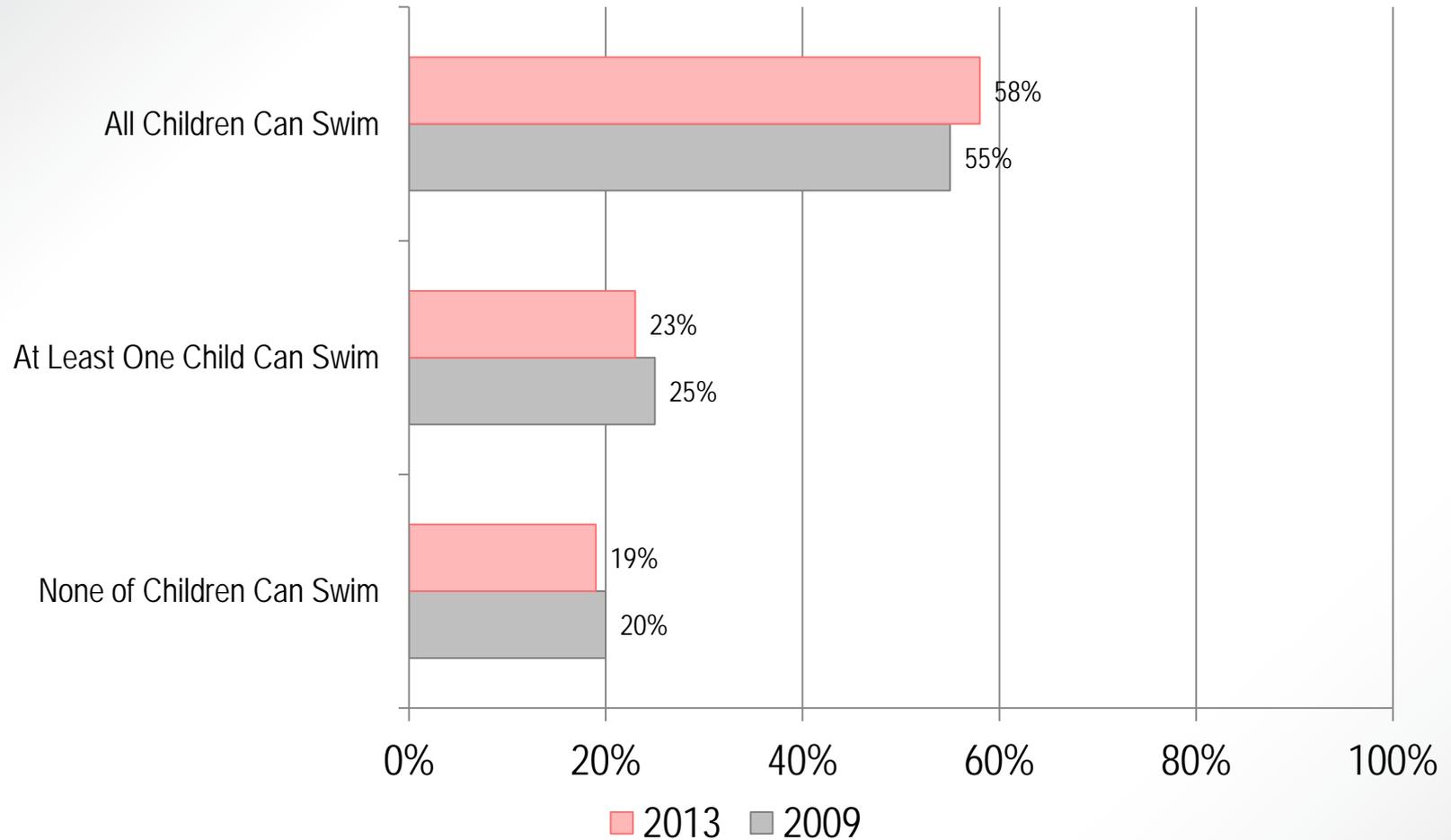
More people are reporting that they know someone who thought they might drown.

- 51% have taken formal swimming lessons, with those 65 and over least likely to have taken lessons
 - 56% of whites have taken lessons
 - 32% of Blacks have taken lessons
 - 49% of Hispanics have taken lessons
- 49% have had an experience in the water where they were afraid they might drown (equivalent to the 48% in 2009 poll).
 - 66% of Hispanics report such an experience
- 38% have helped someone who was in danger of drowning (the same as the 38% in 2009 poll)
- 41% know someone who thought they might drown, an increase of 16 points over the 25% in 2009 poll
- 29% knew someone who fatally drowned, an increase of 3 points* over the 26% in 2009 poll

*3.4% difference, significant at the .05 level



In one in five households with children ages 3 to 17, none of the children can swim, showing no improvement since 2009

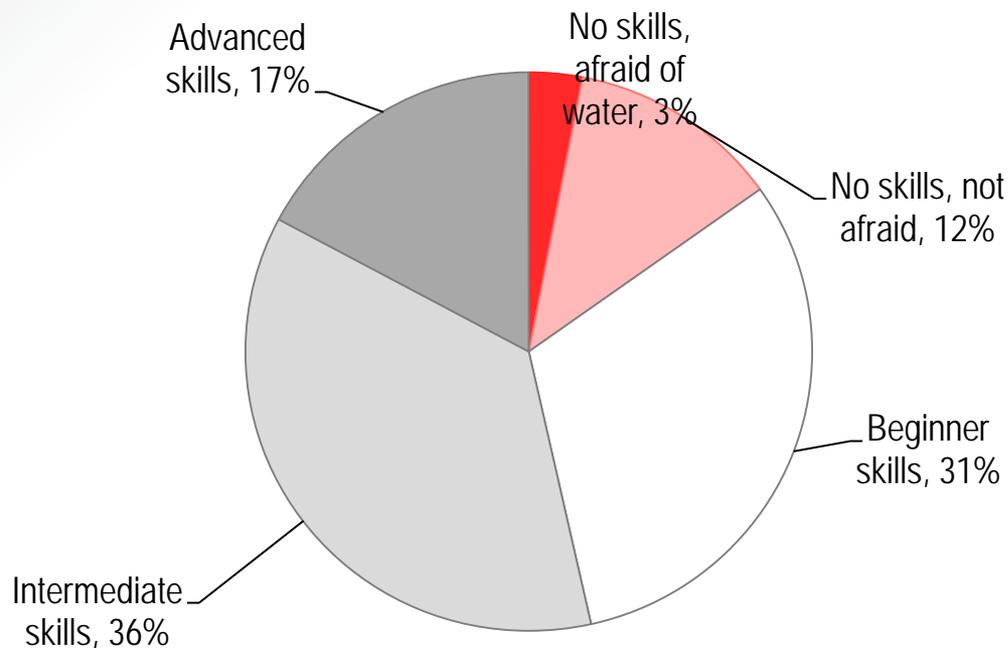


Base is 215 respondents who have children between the ages of 3 and 17
Can any of these children swim?



American Red Cross

15% of parents report that their youngest child, 3 to 17, has no beginner swimming skills



For three out of four (74%) of those who have taken two or more formal courses, parents report that they have at least intermediate skills.

14% report that someone in the household will be taking swimming lessons this summer, down from 20% in 2009

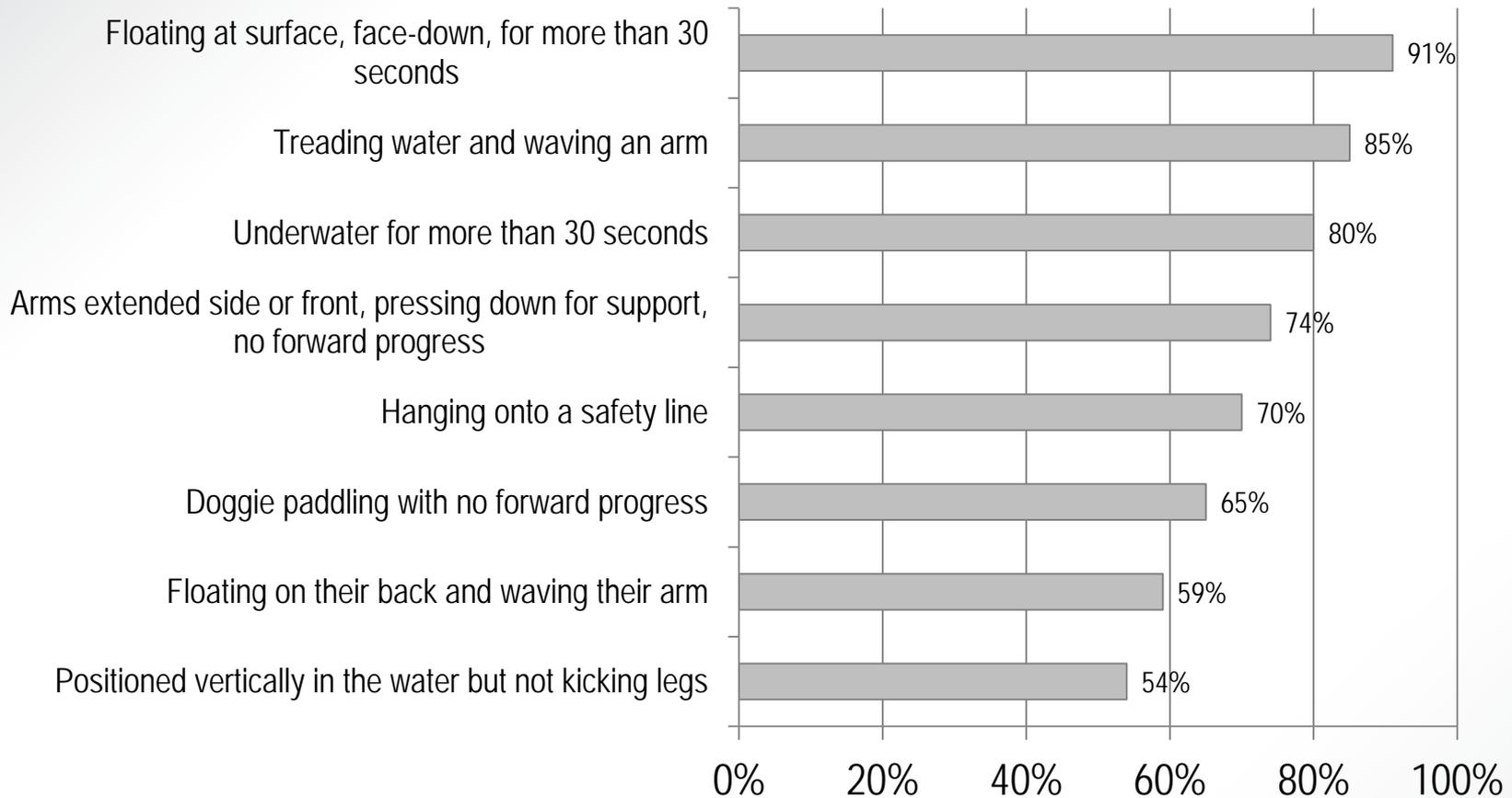
For 62% of the households with children 3-17, no one will be taking swimming lessons this summer

In half of the households where the youngest child has no skills or only beginner skills, no one will be take swimming lessons this summer.

Thinking about your YOUNGEST child aged 3 or over, how would you describe his or her swimming skills? Would you say the child has . . .
Base is 215 respondents who have children between the ages of 3 and 17



More than a third of respondents don't realize that doggie paddling with no forward progress and back floating and waving can be signs of a swimmer in trouble.



Which of the following behaviors suggest to you that someone needs help while in the water.



American Red Cross

Actions to Take to Help a Swimmer Who May Be in Danger of Drowning

- Only 7% of respondents were able to identify the correct order for helping –
 - Shout for help
 - Reach or throw a rescue or flotation device
 - Call 911, if needed
- Of greater concern is the 60% who decided that they should enter the water and rescue the swimmer. This is a dangerous course of action which risks the life of the rescuer.

If you spot a swimmer who may be in danger of drowning, which of these four actions could you take FIRST/NEXT/THIRD. Would you say. . .

-Reach or throw a rescue or flotation device

-Shout for help

Call 911, if needed

-Enter the water and rescue

