

Water Safety Poll

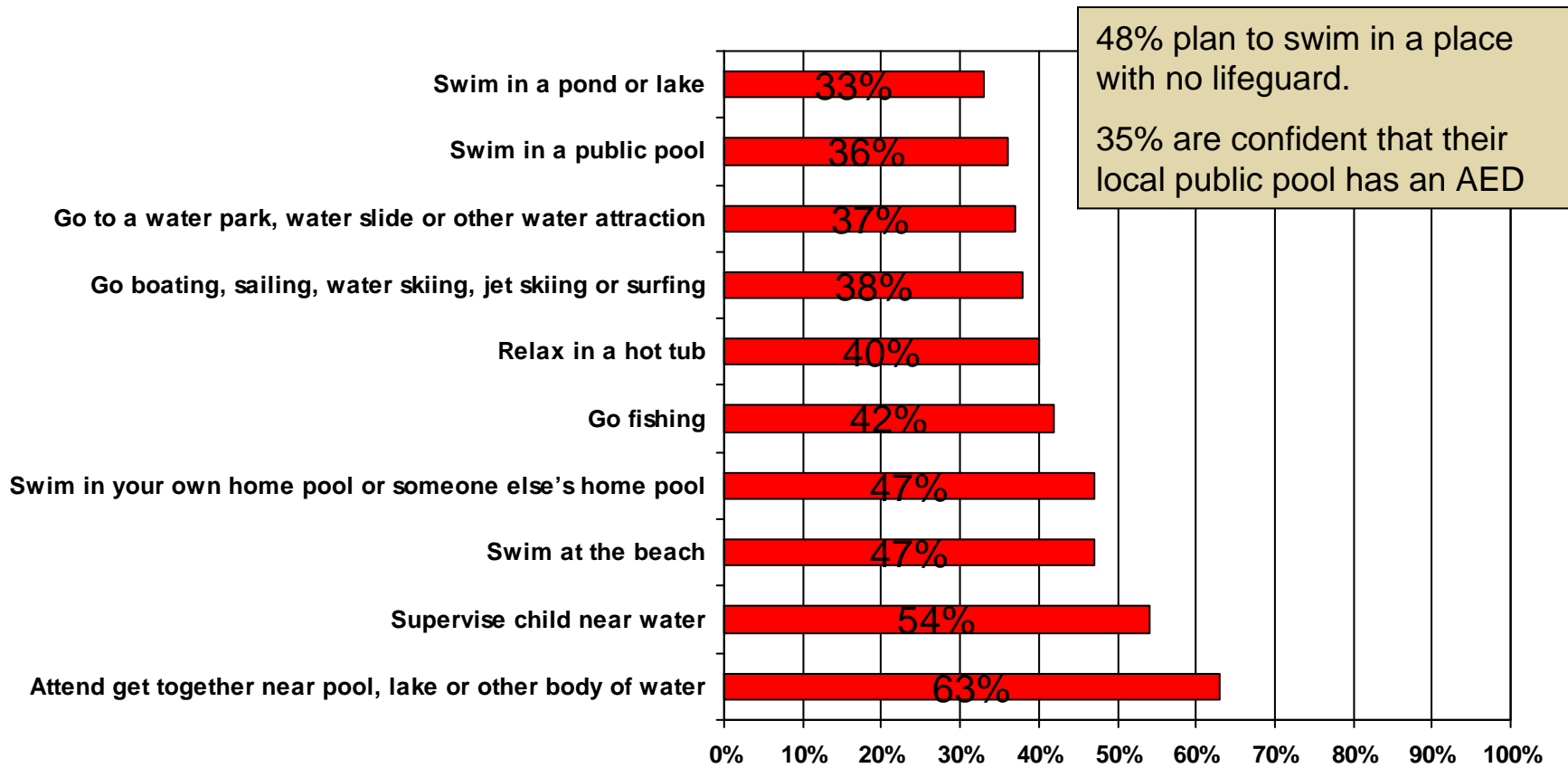
Telephone survey of 1,002 U.S. Adults 18 years and older on March 20-23, 2009 conducted by CARAVAN® Opinion Research Corporation. Margin of error is +/- 3.1 percent at the 95% confidence level.

Report Date: March 31, 2009

Communication and Marketing Department
Research & Public Inquiry



87% of households will participate in at least one water-related recreational activity this summer



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

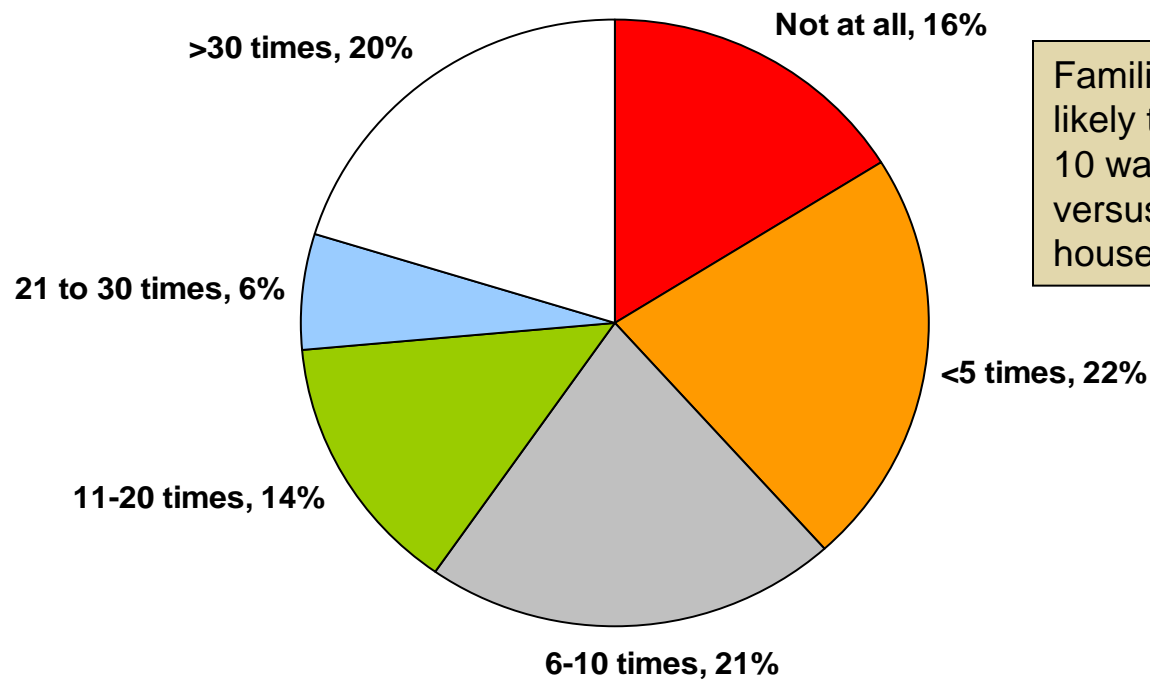


Variations in Water Recreation

- The likelihood of participating in water activities decreases with age and increases with income.
- 87% of the population will participate in at least one of these activities. For those 65 and over, 66% will participate.
- 93% of those with incomes of \$75,000 or more will participate in a water activity compared to 80% of those with incomes less than \$35,000.

Four in ten households are planning more than ten water-recreation activities.

One in five are planning more than 30.

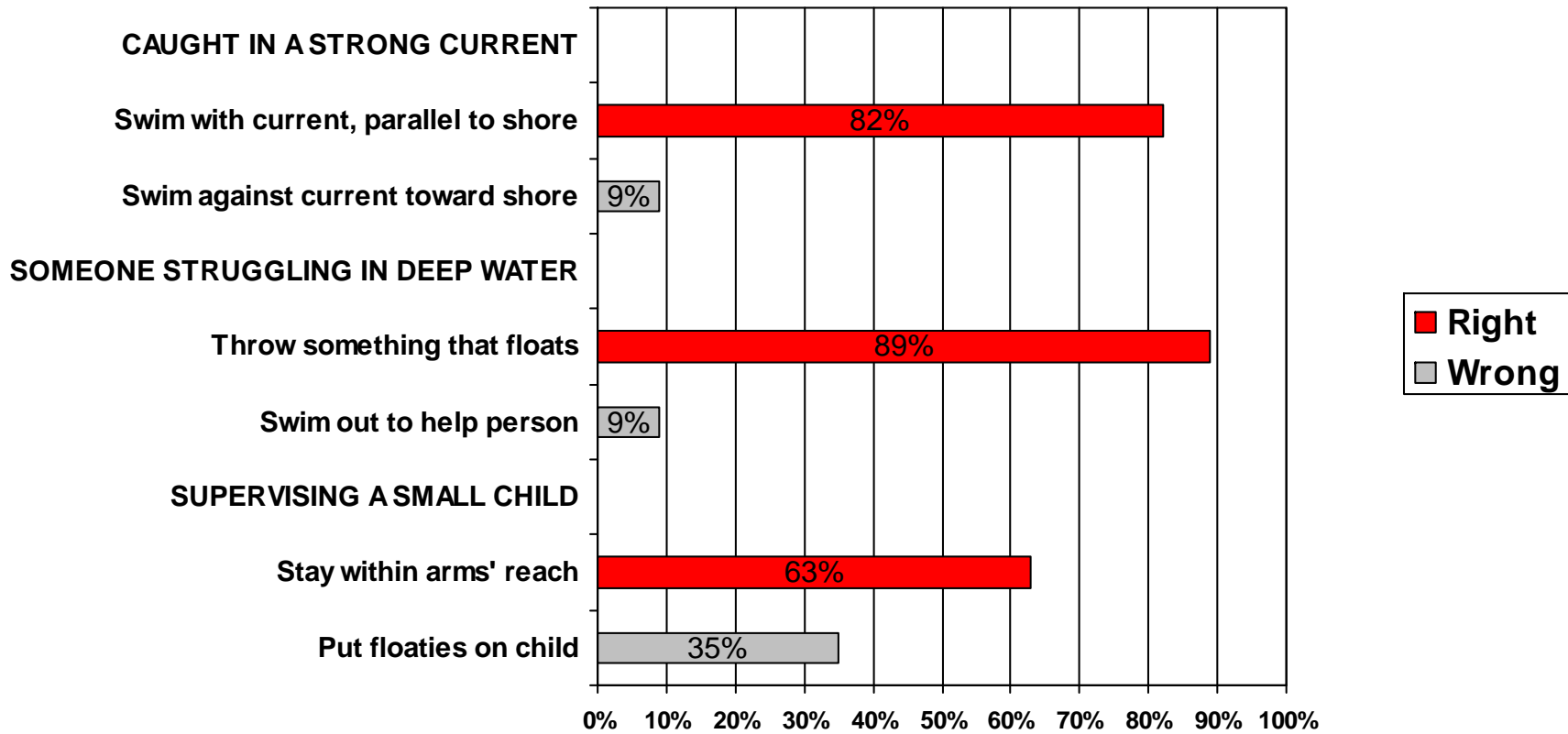


Families with children are more likely to be planning more than 10 water-related events (53% versus 32% for other households).

This year, about how often do you expect to be swimming, boating, or near the water during the three months of summer?



One adult in three doesn't realize that close supervision -- staying within arm's reach -- is safer than putting floaties on a small child.



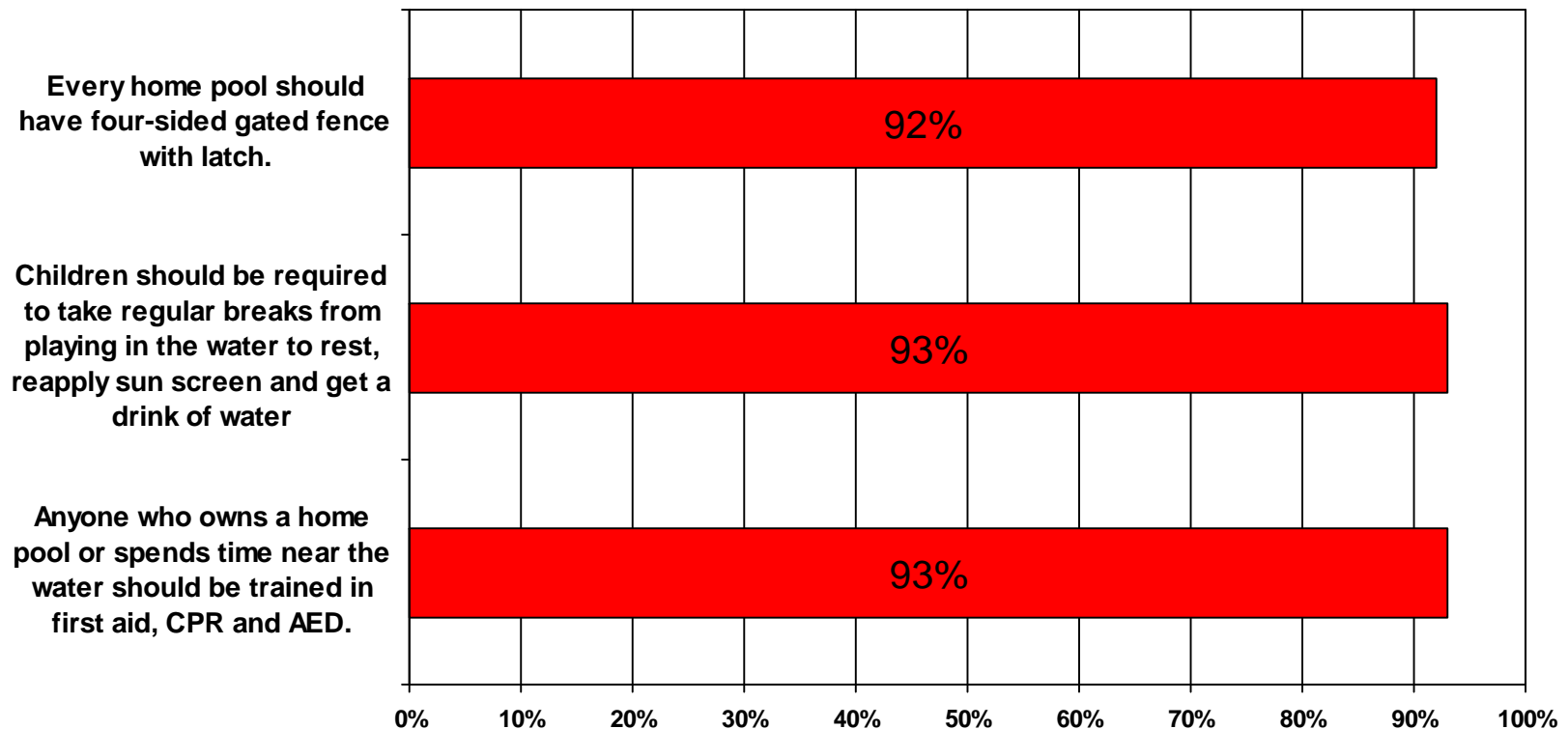
My next questions are asking for your opinion about the BEST thing to do in some situations involving water safety.



Variations in Water Safety Knowledge

- Older respondents, ages 55 and over, were more likely than others to favor putting floaties on the child (42%)
- African Americans were more likely than others to favor putting floaties on the child (52%)
- College graduates were least likely to favor putting floaties on the child (31%).
- Three in ten parents believe that it is better to rely on floaties than to stay within arm's reach of a small child.

Nine in ten agree on the need for gated fences around pools, regular breaks for children and FA/CPR/AED training.



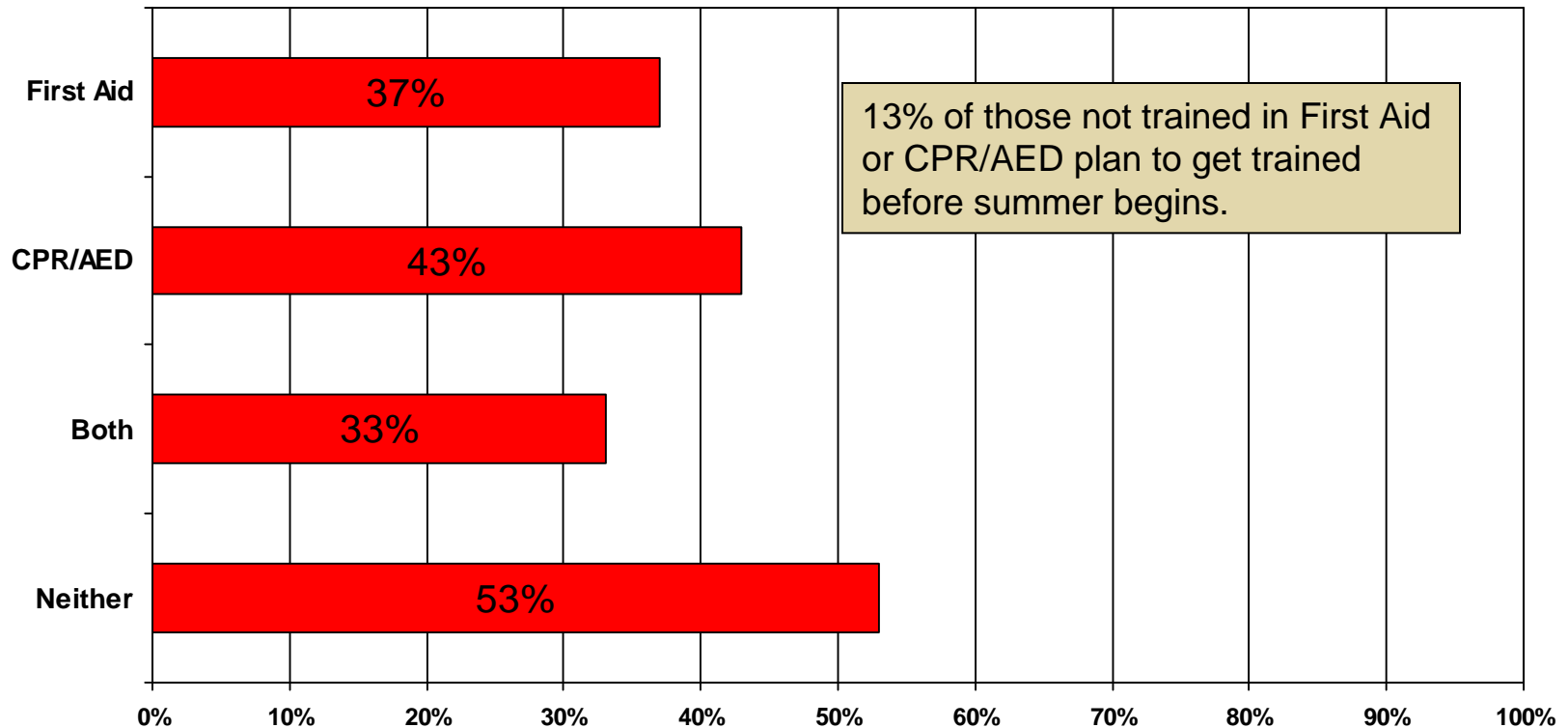
Next, I'm going to read you some ideas for keeping children safe near the water. Please tell me which of these you agree with.



Variations in Water Safety Knowledge

- African Americans were less likely to agree with the need for a gated fence around a home pool (79%) and with the idea of regular breaks for children (85%).
- Younger respondents (18 to 34) were less likely to agree that home pools should have a four-sided gated fence with a latch (85%) and less likely to agree with the idea of regular breaks for children (88%).

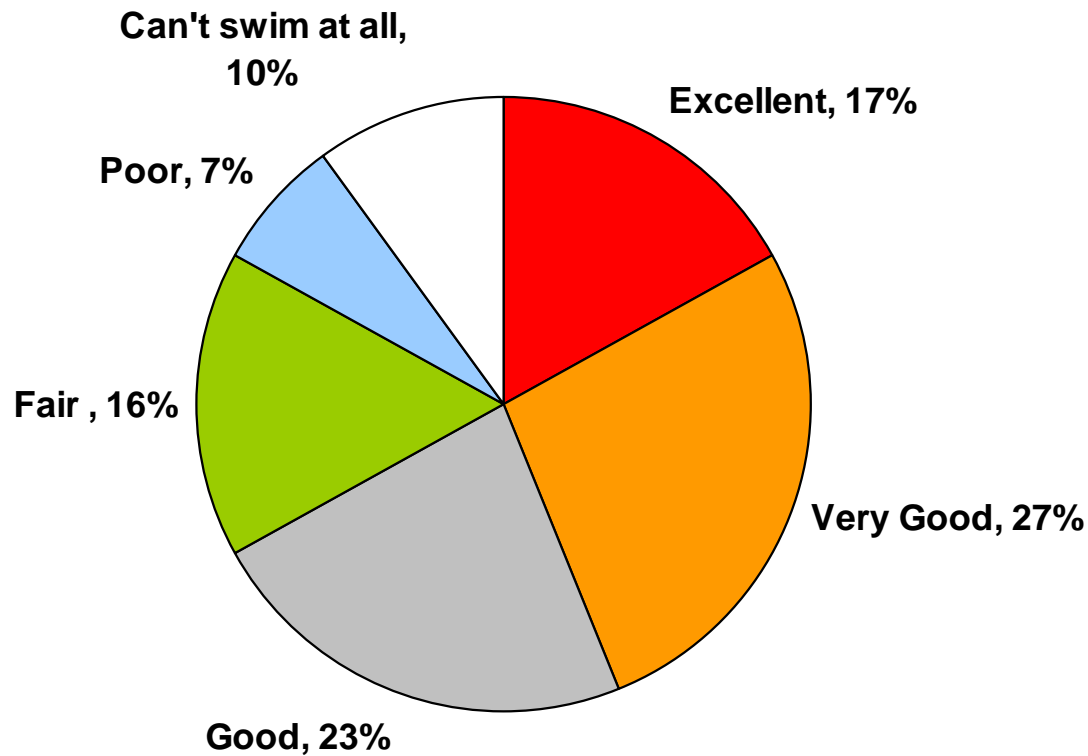
Most are not trained in FA/CPR/AED and intent to seek certification is low.



Are you CURRENTLY certified in either of the following?



Two-thirds describe their swimming skills as Excellent, Very Good or Good



How well would you say you can swim? Would you say that your swimming skills are. . .

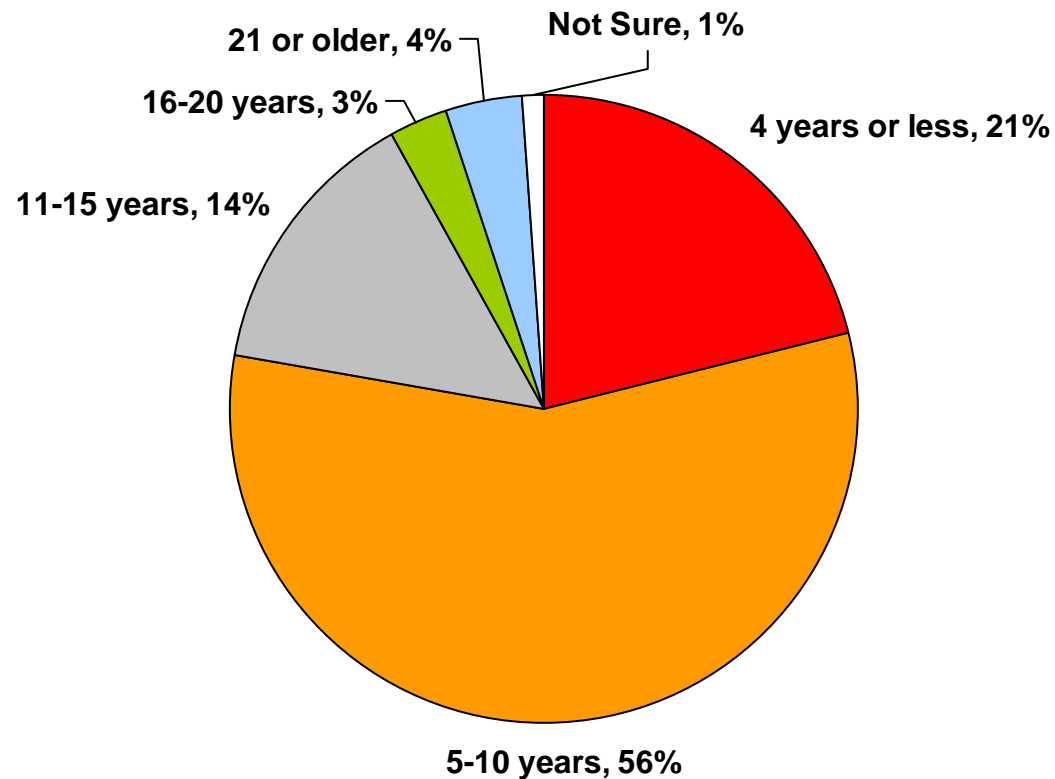


Variations in Swimming Skills

- Men were more likely to know how to swim than women (94% versus 86%).
- Older Americans were least likely to be able to swim. 22% of those 65 and over could not swim at all.
- A third of African Americans (36%) reported that they could not swim.
- 83% of those with incomes under \$50,000 could swim.
- 95% of those with incomes of \$50,000 or more could swim.

More than half learned to swim between the ages of 5 and 10.

Base is 90% who have some swimming skills



How old were you when you learned to swim? Would you say...






Age makes a big difference in how well someone learns to swim

- Among those who learned to swim at age 10 or earlier, 24% have excellent swimming skills compared to 2% of those who learned after the age of 10.
- Among those who learned to swim at age 4 or earlier, 43% have excellent skills, compared to 17% who learned between the ages of 5 and 10.

Swimming Lessons

- In 12% of households, someone took swimming lessons last summer
- This summer, 20% report that someone in the household will take swimming lessons
- Among households where no one will take swimming lessons this summer, 5 percent report that the economy influenced this decision
- Considering only households with children between the ages of 3 and 17, 7 percent of parents are forgoing swimming lessons because of the economy.

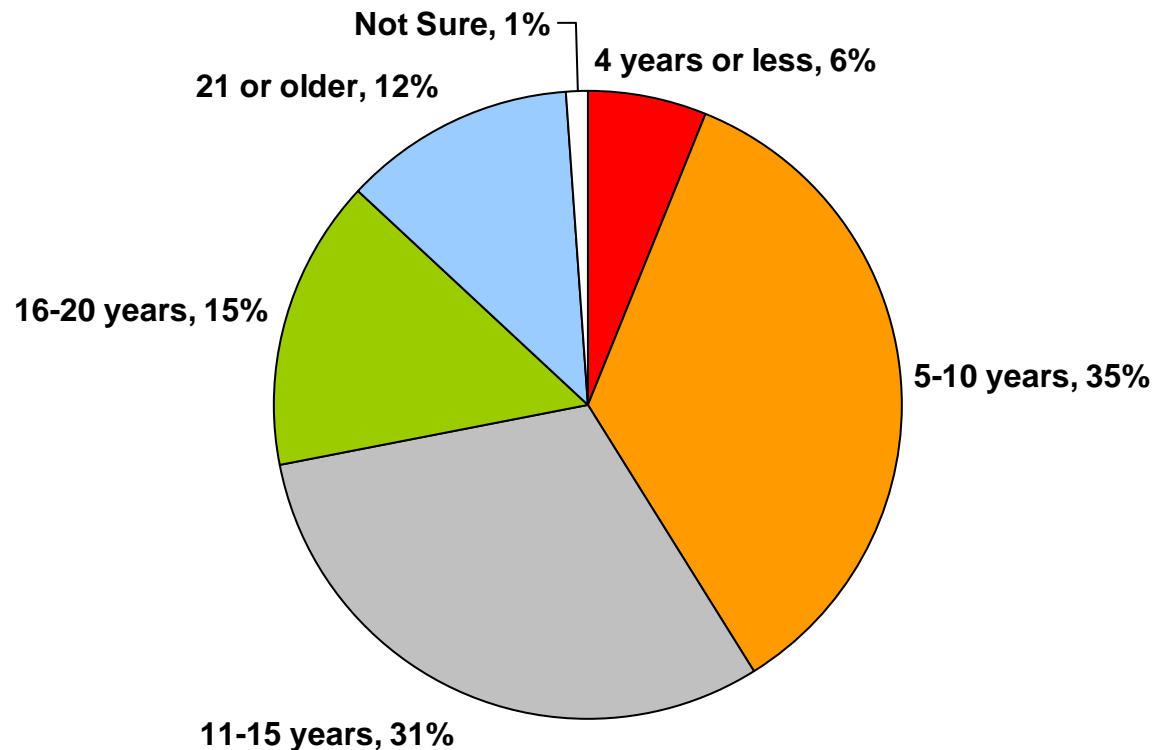


One in two (48%) had a near-drowning experience.

- Respondents age 65 and older were least likely to report an experience in the water when they were afraid of drowning (37%).
- Respondents in the West were most likely to report a near-drowning experience (60%).

More than half of near-drowning experience occurred among swimmers over the age of ten.

Base for pie chart is 48% who had a near-drowning experience

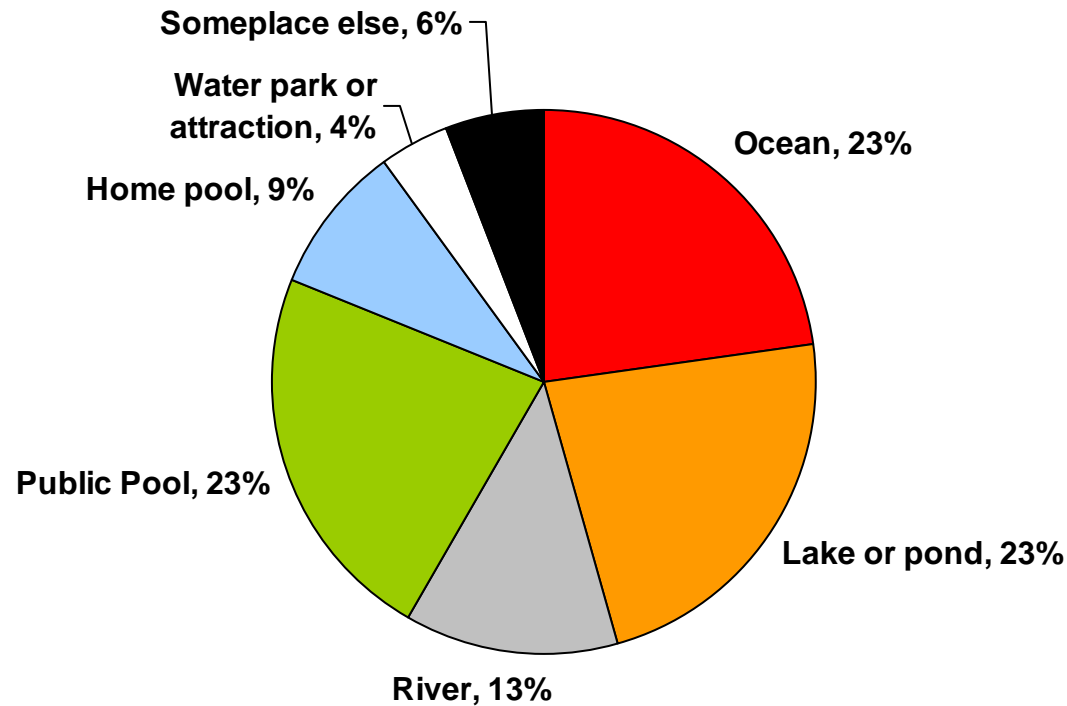


Have you EVER had an experience in the water where you were afraid that you might drown? How old were you at the time? If more than once, how old were you the FIRST TIME that happened to you? Would you say. . .



Near-drowning experiences occurred about equally in the ocean, lakes or ponds and public pools.

Base is 48% who had a near-drowning experience

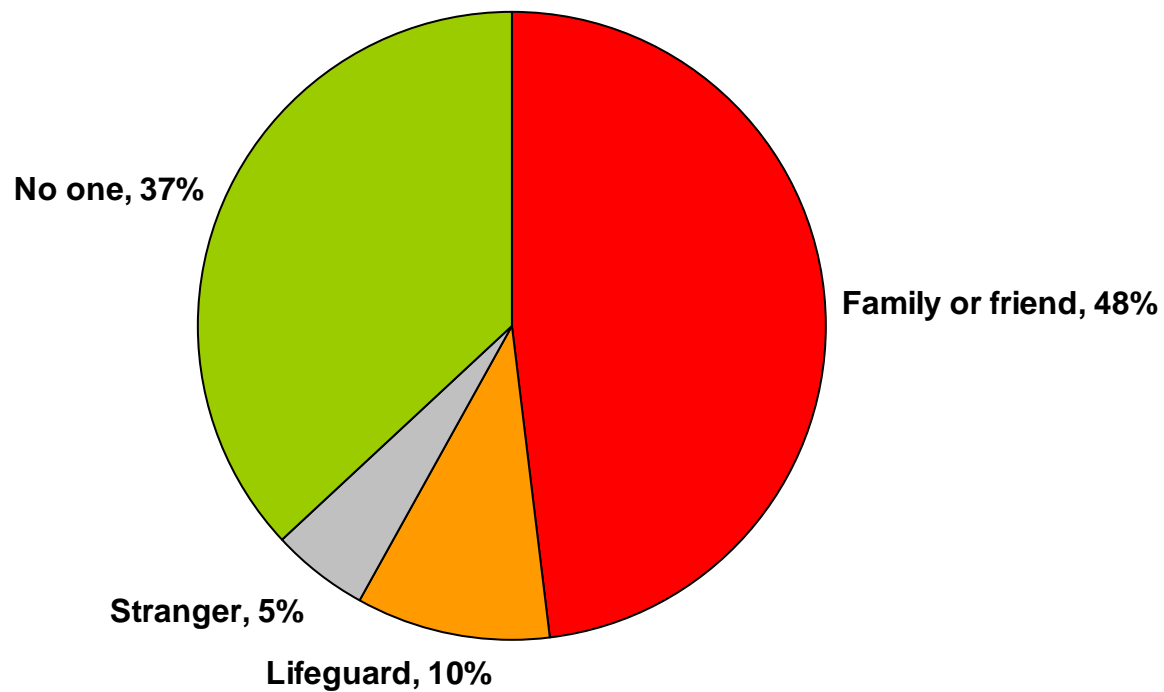


This year, about how often do you expect to be swimming, boating, or near the water during the three months of summer?



Half were helped by family and friends. A third were able to reach safety unaided.

Base is 48% who had a near-drowning experience

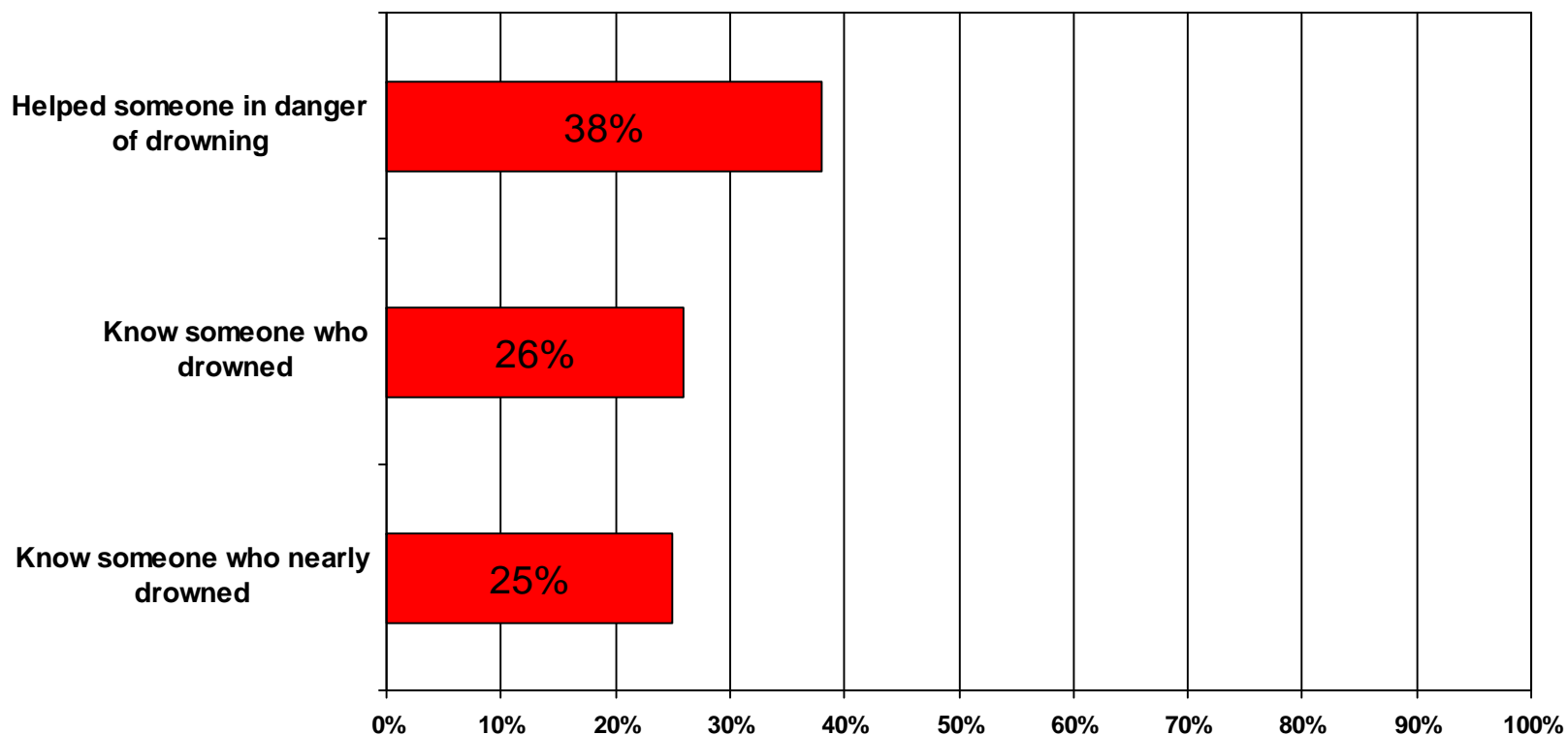


Who helped you? Was it . . .





One in three have helped someone who was in danger of drowning. One in four know someone who drowned.



And have you, yourself, ever helped someone who was in danger of drowning? Do you happened to know anyone who drowned or nearly drowned?

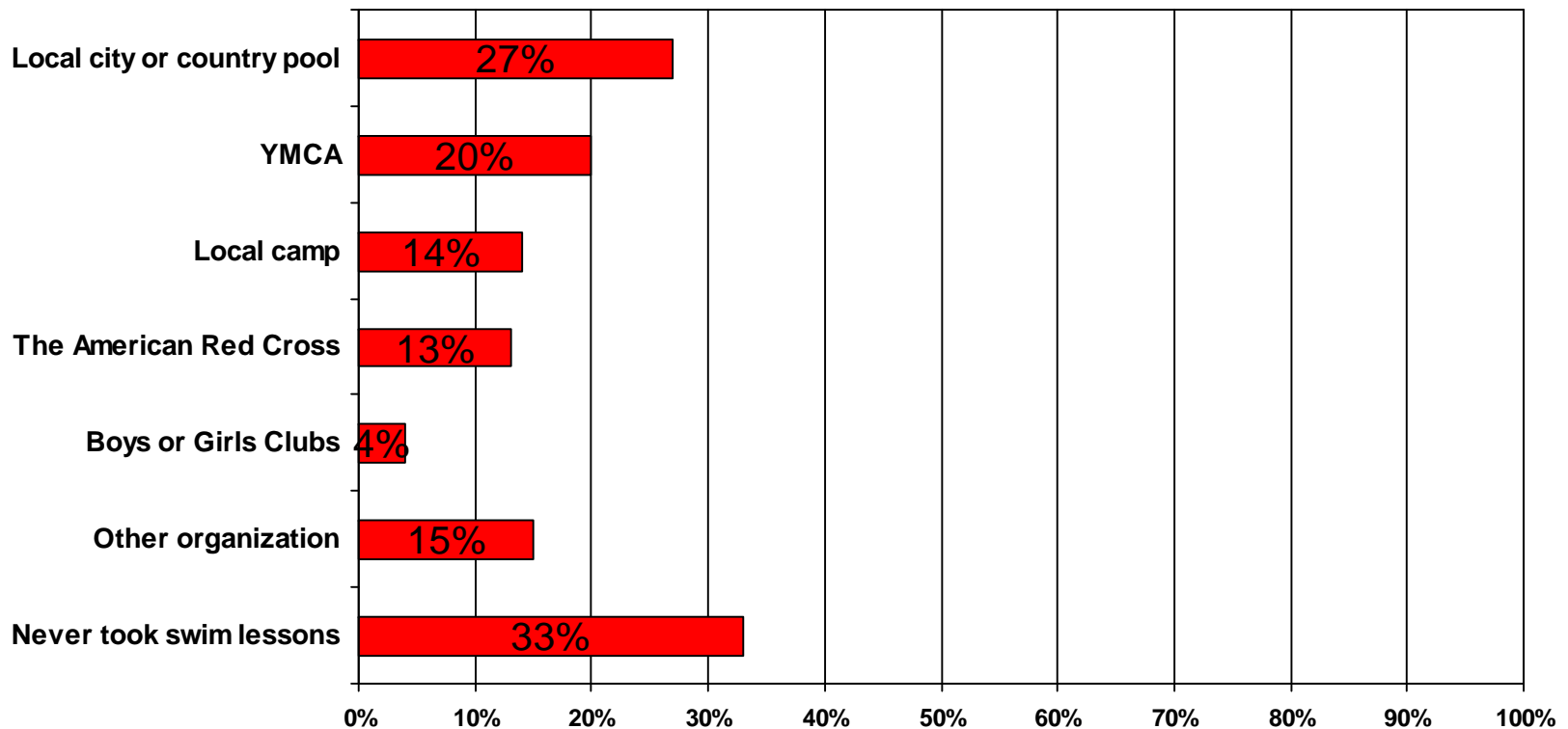


Variations in Who Has Helped Someone in Danger of Drowning and Who Knows Someone Who Drowned

- 68% of women have helped someone who was in danger of drowning, compared to 55% of men.
- Older respondents were more likely to have helped someone than younger respondents. 70% of those 65 and older have helped someone in the water, compared to 57% for those 44 and younger.
- 65% of those with excellent swimming skills have helped someone who was in danger of drowning. In contrast, 23% of those with fair or poor skills have helped someone who was in trouble in water.
- The youngest respondents (18-34) were least likely to know someone who had drowned (19%).

Local city and county pools are the most common places to learn to swim.

Base is 90% who have some swimming skills (multiple responses possible)



Did you ever take swim lessons from any of the following organizations?





30% have children ages of 3 to 17

- In 55% of these households, all children 3-17 can swim
- In 25%, at least one child can swim
- In 20%, none of the children can swim

Household Variations in Children's Swimming Skills

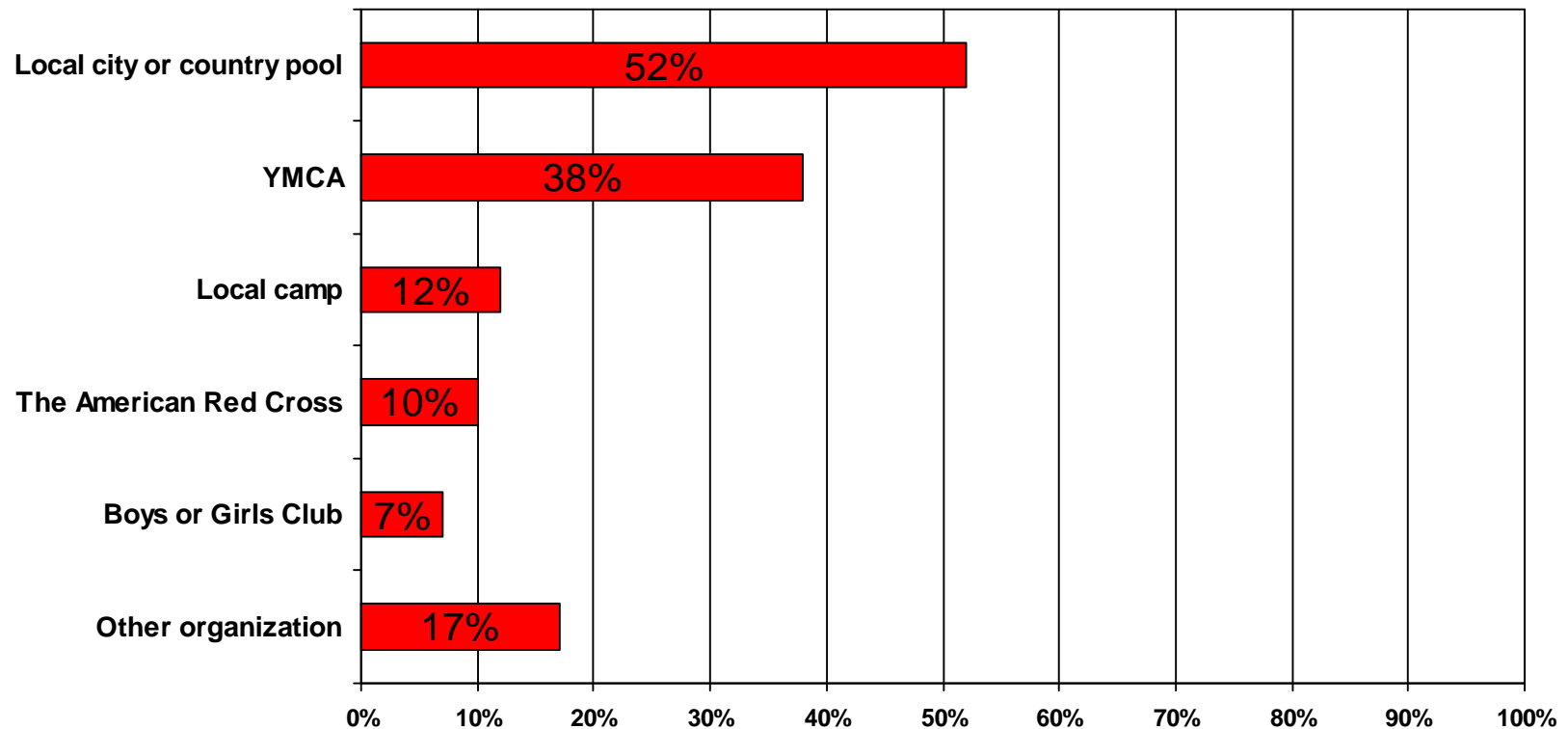
- The youngest parents (18-34) were most likely to report that none of their children could swim (39%)
- The households with the highest income (\$100,000 or more) and educational levels were most likely to report that all of their children could swim (79%).

Swimming Lessons

- In 12% of households, someone took swimming lessons last summer
- This summer, 20% report that someone will take swimming lessons
- 5% of the households where no one will take swimming lessons this summer report that the economy had an impact on that decision
- 43% of respondents with at least one child under the age of 18 are planning on having someone take swimming lessons.

This summer, in one in five households, someone will take swimming lessons. Local city or county pools are the most popular sites for lessons.

Base for graph is 20% of households where someone will take swimming lessons this summer



Did you ever take swim lessons from any of the following organizations?



Findings for Parents with Children 3-17 (30% of sample, 300 parents)

- 93% of parents are planning water-related activities, compared to 82% of households with no children aged 3-17.
- While 68% of parents know that it is best to stay within arm's reach when supervising a small child near the water, 30% think that putting floaties on the child is a better option.
- While parents generally have better swimming skills than other respondents, 6% say they can't swim at all and 16% describe their own swimming skills as fair or poor.
- 32% report that someone in the household took swim lessons last summer. 42% are planning on swim lessons for this coming summer.
- 7% of parents report that they are forgoing swim lessons for their children because of concerns about the economy.

Findings for Those Who Will be Supervising Children Near the Water (54%)

- 69% understand that it is essential that they stay within arms' reach of a small child in the water.
- 29% think that putting floaties on the child would be a better choice.
- 7% of these individuals either cannot swim or describe their swimming skills as poor.
- 64% are trained or are planning to seek training in CPR/AED.
- 91% agree that a gated fence should surround every home pool.
- 93% agree that children should be required to take regular breaks.
- 92% agree that anyone who owns home pool or spends time near the water should be trained in first aid, CPR and AED.

Regional Values for Key Questions

	Northeast	North Central	South	West
Will participate in at least one water-related activity	90%	88%	87%	84%
Plan to swim in a place with NO lifeguard	59%	56%	51%	46%*
Excellent swimming skills	38%	37%	46%	54%*
Had an experience where they were afraid they might drown	48%	37%	46%	60%
Helped someone who was in danger of drowning	30%	36%	42%*	38%
Know someone who drowned	24%	24%	22%	22%