

NATIONAL SWIM SURVEY RESULTS
1,000 ADULTS WITH AT LEAST ONE CHILD BETWEEN THE AGES OF 5 & 14
INTERVIEWED BY TELEPHONE (LAND & CELL) MAY 2-MAY 9, 2013
MARGIN FOR ERROR +/-3.2%

Would you like to see your children spend more time swimming this summer rather than using a tablet or smartphone or playing video games?

1 = YES	844	84.4 %
2 = NO	148	14.8 %
3 = NOT SURE	8	0.8 %
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Total	1000	100.0 %

Which **one** of the following do you see as the top health benefit for children who swim regularly in a well-maintained pool?

1 = LOSE WEIGHT	116	11.6 %
2 = MANAGE ASTHMA	31	3.1 %
3 = MOTOR SKILLS	151	15.1 %
4 = STRENGTH/FLEXIBILITY	265	26.5 %
5 = BETTER CARDIO	385	38.5 %
6 = NOT SURE	52	5.2 %
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Total	1000	100.0 %

Which **one** of the following evokes your strongest sensory summertime swimming pool memories?*

1 = TASTE	53	5.3 %
2 = SIGHT	109	10.9 %
3 = SMELL	279	27.9 %
4 = SOUND	225	22.5 %
5 = FEEL	275	27.5 %
6 = NOT SURE	59	5.9 %
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Total	1000	100.0 %

Do you believe swimming in a well-maintained pool that has the proper pH and chlorine levels is or is not a healthy activity for children with asthma?

1 = YES	711	71.1 %
2 = NO	59	5.9 %
3 = NOT SURE	230	23.0 %
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Total	1000	100.0 %

Do you believe swimming in a well-maintained pool that has the proper pH and chlorine levels does or does not reduce the chance of developing diarrhea from waterborne germs?

1 = YES	636	63.6 %
2 = NO	227	22.7 %
3 = NOT SURE	137	13.7 %
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Total	1000	100.0 %

Do you believe swimming in a well maintained pool that has the proper pH and chlorine levels does or does not reduce the chance of getting an ear infection from waterborne germs?

1 = YES	474	47.4 %
2 = NO	380	38.0 %
3 = NOT SURE	146	14.6 %
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Total	1000	100.0 %

Please tell me if you agree or disagree with each of the following statements:

I am concerned that electronics, such as video games, tablets, and smart phones, interfere with today's families' summertime activities like swimming.

1 = ST AGREE	524	52.4 %
2 = SW AGREE	334	33.4 %
3 = SW DISAGREE	88	8.8 %
4 = ST DISAGREE	43	4.3 %
5 = NOT SURE	11	1.1 %
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Total	1000	100.0 %

I am concerned that children today spend too much time playing video games rather than engaging in summertime activities like swimming.

1 = ST AGREE	698	69.8 %
2 = SW AGREE	242	24.2 %
3 = SW DISAGREE	47	4.7 %
4 = ST DISAGREE	2	0.2 %
5 = NOT SURE	11	1.1 %
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Total	1000	100.0 %

I am concerned that children are suffering negative health consequences from spending most of their time on electronic devices instead of physical activities, such as swimming.

1 = ST AGREE	626	62.6 %
2 = SW AGREE	303	30.3 %
3 = SW DISAGREE	58	5.8 %
4 = ST DISAGREE	3	0.3 %
5 = NOT SURE	10	1.0 %
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Total	1000	100.0 %

I am concerned that children are suffering from poor social skills from spending most of their time on electronic devices instead of social activities, such as swimming.

1 = ST AGREE	520	52.0 %
2 = SW AGREE	326	32.6 %
3 = SW DISAGREE	102	10.2 %
4 = ST DISAGREE	37	3.7 %
5 = NOT SURE	15	1.5 %
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Total	1000	100.0 %

Do you have access to a swimming pool - either your own, or one that belongs to a friend, your community or a private club?

1 = YES	881	88.1 %
2 = NO	119	11.9 %
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Total	1000	100.0 %

What is your age?

1 = 18-34	320	32.0 %
2 = 35-49	625	62.5 %
3 = 50-64	55	5.5 %
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Total	1000	100.0 %

Which of the following best describes your race or ethnicity?

1 = WHITE	686	68.6 %
2 = BLACK	120	12.0 %
3 = HISPANIC	150	15.0 %
4 = OTHER	26	2.6 %
5 = REFUSED	18	1.8 %
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Total	1000	100.0 %

Note Sex:

1 = MALE	448	44.8 %
2 = FEMALE	552	55.2 %
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Total	1000	100.0 %

Note Region:

1 = NORTHEAST	202	20.2 %
2 = MIDWEST	195	19.5 %
3 = SOUTH	338	33.8 %
4 = WEST	102	10.2 %
5 = PACIFIC COAST	163	16.3 %
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Total	1000	100.0 %

* Full version of sensory memory questions:

The taste of a cool drink on the pool deck
The sight of sunlight shimmering on the pool water
The smell of chlorine
The sound of water splashing
The feeling when you first jump in