



LIFESAVING SOCIETY

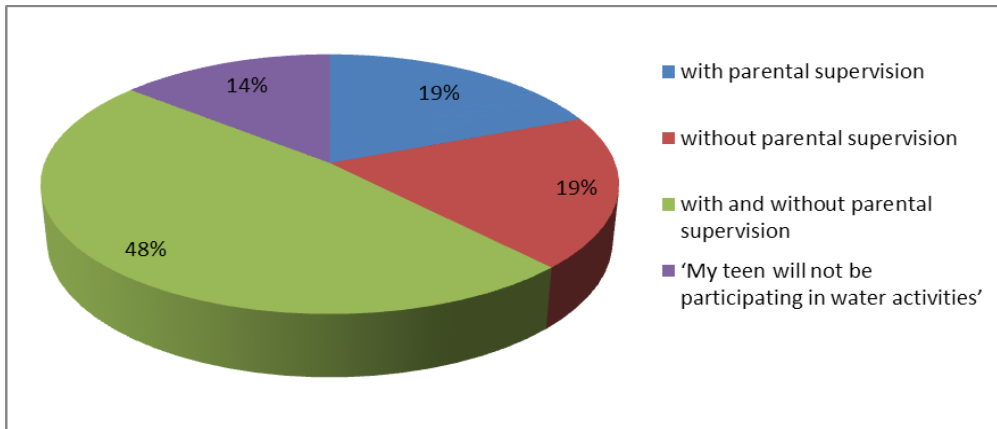
The Lifeguarding Experts

Backgrounder

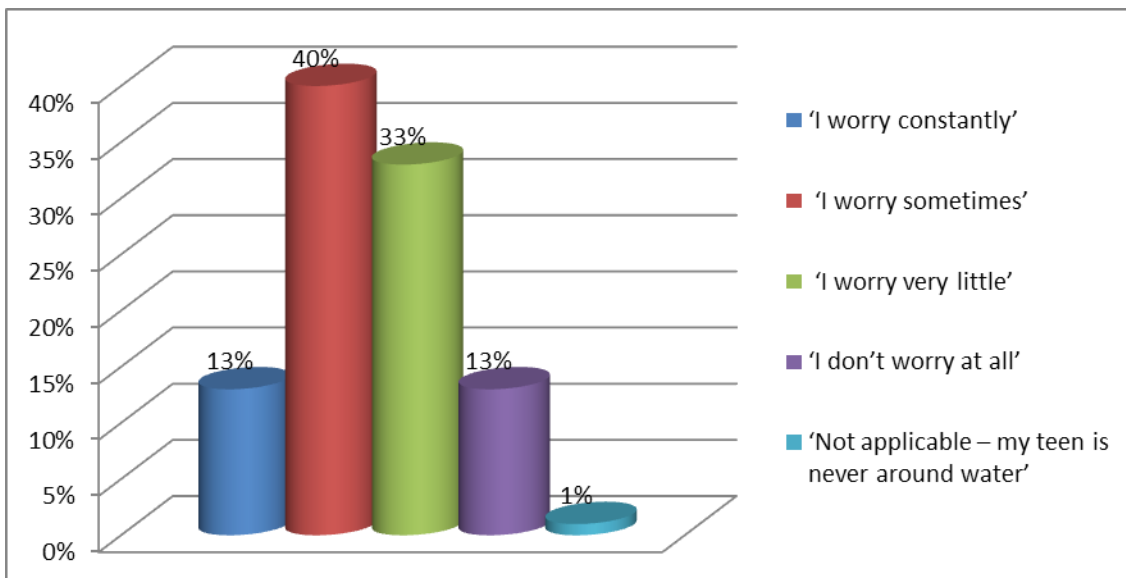
Angus Reid Forum Research Summary

From May 28th to May 30th, 2013, the Lifesaving Society commissioned an online survey that was conducted among 1,011 randomly selected Canadian adults who have at least one child between the ages of 13 and 17 and are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to gender and region Census data to ensure a sample representative of the entire adult population of Canada who have at least one child between the ages of 13 and 17. Discrepancies in or between totals are due to rounding.

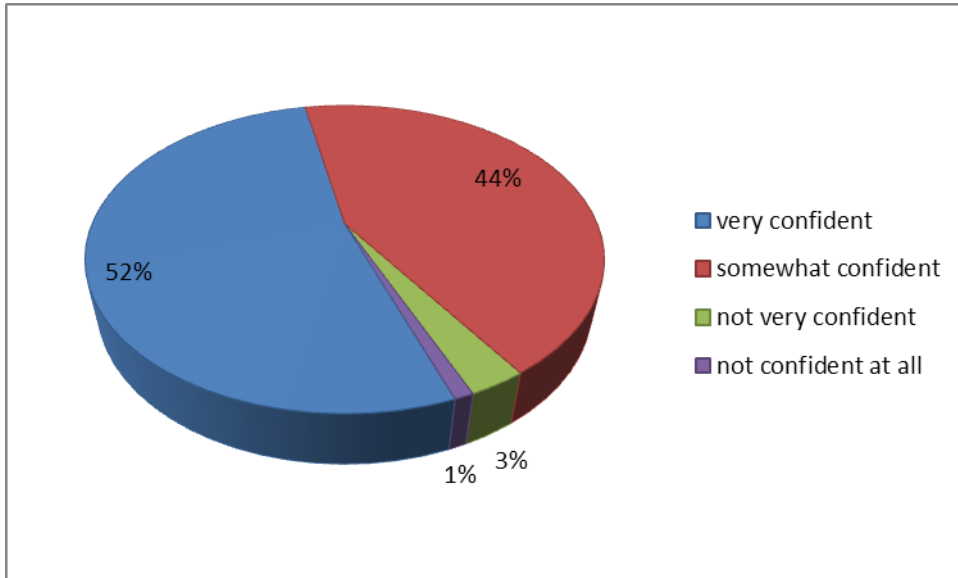
1. This summer, will your teen be participating in water activities with or without parental supervision?



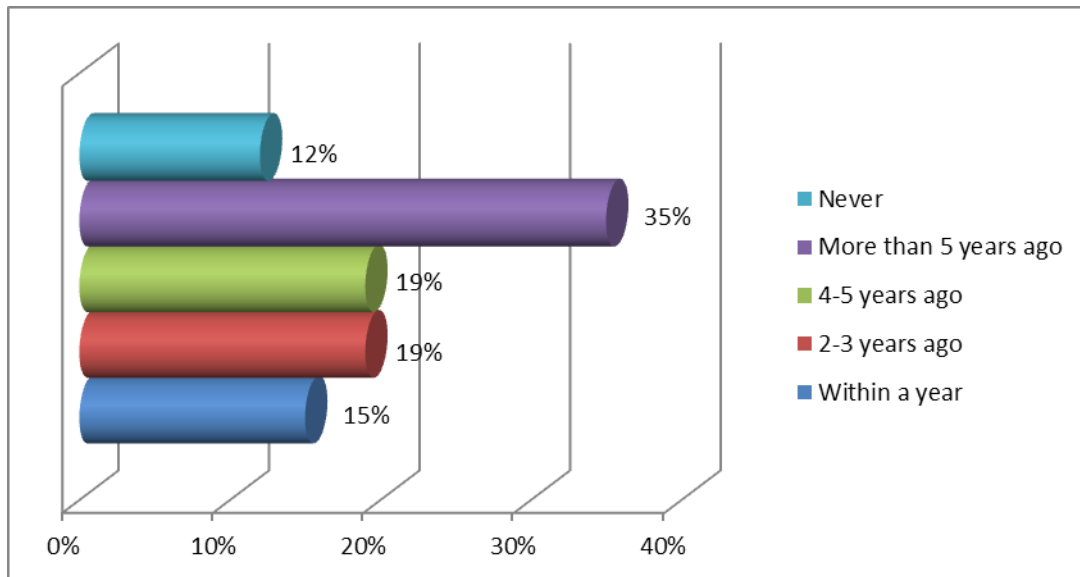
2. Do you tend to worry about your teen's safety around water?



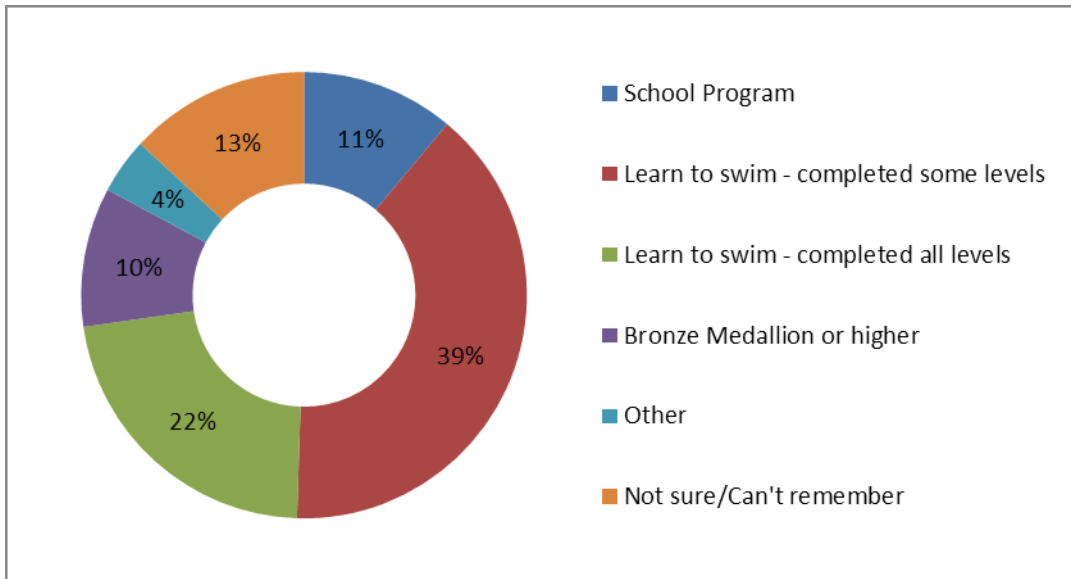
3. How confident are you about your teen's ability to stay safe around water when you are not around?



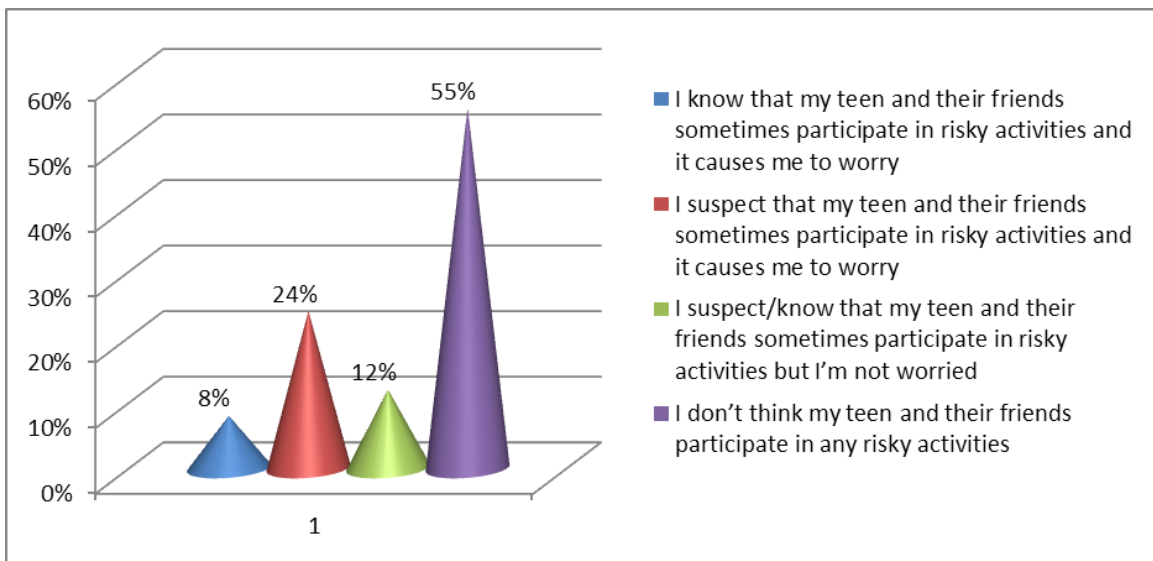
4. When was the last time your teen had formal swimming instruction/lessons?



5. What swimming level did your teen attain when they received lessons?
(of 889 respondents)

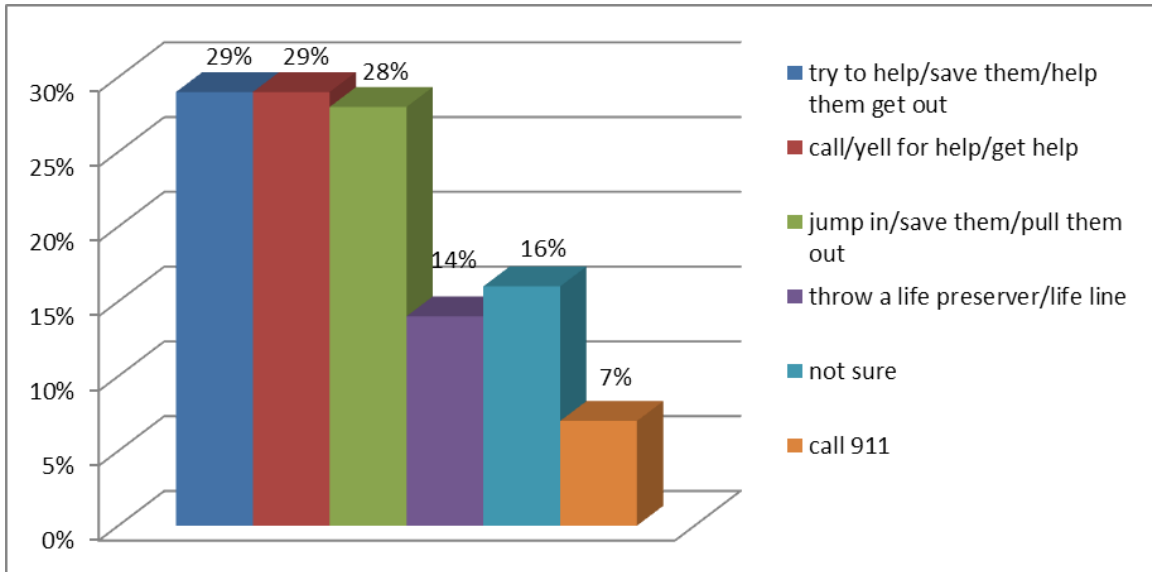


6. Which of the following applies to you?

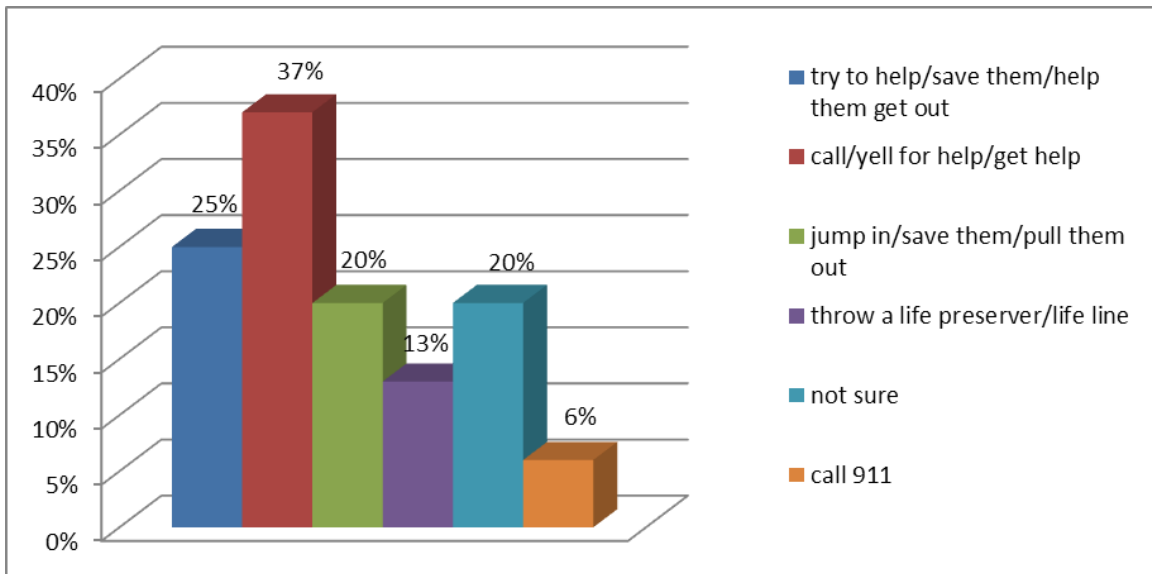


7. In an open-ended question, and respondents answered unaided what they might do in the following situations:

A) What do you think your child would do if their friend unexpectedly fell into a SWIMMING POOL and was in trouble?



B) What do you think your child would do if their friend unexpectedly fell into a LAKE and was in trouble?



To schedule an interview, or for more information, please contact:

Andrea Burmaster
Praxis
905-949-8255 ext. 231
416-453-2218 (cell)
andrea@praxispr.ca

Danielle D'Agostino
Praxis
905-949-8255 ext. 233
416-525-6725 (cell)
danielle@praxispr.ca

Barbara Byers
The Lifesaving Society
416-490-8844
416-727-5636 (cell)
barbarab@lifeguarding.com