



LIFESAVING SOCIETY

The Lifeguarding Experts

The Influence of Ethnicity on Tweens Swimming & Water Safety in Canada

Research conducted by Gadd Research

May 2016

KEY FINDINGS

Finding	Born in Canada	New Canadians
Participation in water-related activities		
Tweens who say they participate in activities in, on or around water	98%	93%
Tweens who say they participate in swimming	90%	68%
Swimming ability		
Tweens who say they are unable to swim	3%	17%
Tweens who say they are only able to swim a little (need to be able to touch the bottom)	10%	34%
Tweens who say they can swim but say they would not* achieve the Swim to Survive standard**	16%	25%
Tweens who learned to swim through formal lessons	80%	65%
Attitudes toward water safety		
Tweens who say they enjoy swimming for fun [†]	96%	67%

Finding	Born in Canada	New Canadians
Tweens who say they know a lot about water safety [†]	87%	65%
Tweens who worry they might drown or get injured while swimming [†]	21%	49%
Family experience		
Tweens who say their parents are nervous about them being near or in water [†]	33%	52%
Tweens who say their parents think learning to swim is not very important [†]	20%	48%
Tweens who say most of their older family members can swim [†]	84%	54%
Tweens who say their parents would know where to take them for swimming lessons	89%	45%
Tweens who swam with family (including parents) last summer	92%	79%
Culture & religion		
Tweens who say their parents think they should not swim with another gender [†]	15%	47%
Tweens who say their religion or culture says they should not go swimming with anyone outside their family	1%	13%

** "Would not" response includes "probably not" and "definitely not"

* Swim to Survive standard defined as the ability to jump into deep water at a pool, support themselves on the surface for 1 minute and swim 2 lengths of a community pool

[†] Includes combined "somewhat agree" and "strongly agree" responses