



LIFESAVING SOCIETY

The Lifeguarding Experts

The Influence of Ethnicity on Aquatic Participation and Drowning in Canada

Research conducted by IPSOS Reid

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KEY FINDINGS

Finding	Born in Canada	New Canadians
Activities Overview		
Plan to be in, on and around water this summer (definitely + probably)	86%	79%
Plan to participate often or occasionally in swimming	76%	57%
Boating Safety		
Plan to participate often or occasionally in boating	55%	31%
Not knowledgeable about boating safety	21%	60%
Nervous about being on a boat	26%	42%
Swimming		
Say they are unable to swim	4%	19%
Learned to swim through formal lessons	60%	45%
Say they are nervous when near water	20%	31%
Worry that their children might drown or become injured when swimming	43%	50%

Finding	Born in Canada	New Canadians
Believe that learning to swim is a necessary life skill (strongly agree + somewhat agree)	89%	92%
Believe that all children should receive swimming instruction at school as part of a school safety program (strongly agree + somewhat agree)	89%	93%
Multi-language outreach		
Learned something helpful from the Swim to Survive poster (Presented in multiple languages)	74%	85%
Think the Swim to Survive poster in multiple languages is effective in encouraging people to learn to swim	91%	91%