

UNDERSTANDING U.S. PARENTS' RELATIONSHIP WITH WATER

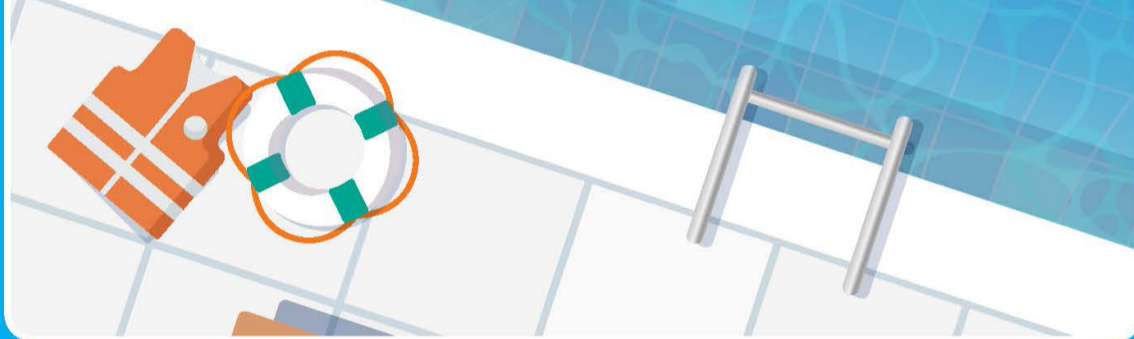
More than 100 years ago,

the Y created the concept of group swim lessons and to this day, teaches more than 1 million children invaluable water safety and swimming skills every year. The Y's size and reach as a vital community asset uniquely positions the organization to bridge the gap in the delivery of swim lessons and water safety education.

New survey data from the Y looks to better understand the personal experiences and barriers U.S. parents - and specifically Black and LatinX parents - face when it comes to swimming and water safety and the generational impact of those experiences.

9 IN 10

U.S. parents see swimming as a key life skill for children, on par with first aid skills or being able to prepare a simple meal.



24%

of U.S. parents have low confidence with water activities or bodies of water.



BLACK PARENTS

1.6x

MORE LIKELY

than cumulative U.S. parents surveyed overall to report having low confidence with water.

44%

have only beginner or no swimming abilities, a nearly 20 percentage point difference in comparison to other U.S. parents.

NEARLY 60%

have negative associations towards lakes, rivers, beaches.

NEARLY 40%

have negative sentiments toward pools.

1 IN 2

U.S. parents believe water safety classes are expensive in comparison to the other groups surveyed.

3 IN 10

U.S. parents state that water safety isn't a priority due to affordability concerns.

36%

of U.S. LatinX/Hispanic parents, a much higher percentage compared to other parents, state that water safety isn't a priority due to affordability concerns.

1,000,000+

CHILDREN ARE TAUGHT WATER SAFETY & SWIMMING SKILLS YEARLY

The Y is "America's Swim Instructor" and the most accessible community resource to prevent drowning and encourage a lifelong enjoyment of swimming.

As one of the largest community-based organizations in the country, the Y owns or manages over 2,000 pools, which has allowed the Y to teach **more than a million children invaluable water safety and swimming skills each year.**

Thanks to its size and reach, the Y is in a unique position to help bridge the gap in the delivery of swim lessons and water safety education in the U.S. — especially in underserved communities.

Those interested in either Safety Around Water programs or Swim Lessons are encouraged to contact their local YMCA for further details, including financial assistance and/or scholarships available to those who qualify.



LEARN MORE ABOUT WATER SAFETY AT
[YMCA.NET/WATERSAFETY](https://ymca.net/watersafety)

*The YMCA study was conducted in partnership with Edelman and its research group Edelman Data & Intelligence (DxI). Insights were collected via a 10-minute online survey fielded in May 2021 (between 05/05/21-05/21/21). The survey was conducted among N=500 US parents with children under the age of 18 (matching US census profiles) in addition to N=250 audience oversamples among Black and Hispanic/LatinX parents. Black and Hispanic/LatinX respondents were analyzed across the general pool of parents and oversample groups for a total sample of N= 309 Black and N= 335 LatinX/Hispanic parents.