



15 Shocking Facts about How Parents & Kids Perceive Swimming

Pickin' Ain't Easy: People pick swim facilities based on the 4 C's: 1. Cleanliness; 2. Close to home; 3. Clear lane (availability); 4. Cost

Buck Stops Here: 79% of parents don't consider joining a team after learning to swim.

Kickin' It: Parents view soccer as more fun, easier to learn, cooler and more enjoyable as a parent. That is, until they TRY swimming, then it beats soccer in all categories.

There is No "I" in Team: Only 16% of non-swimming parents see the sport as a builder of teamwork vs. 60% for soccer, baseball, football and volleyball.

No Google for Goggles: Local knowledge and word of mouth are the top ways parents find swim teams. Internet search was #5.

It's Not Me, It's You: After kids quit USA Swimming, 86% continue to swim recreationally.

Quittin' Time: Kids quit because it is no longer fun and they want to do other sports.

#CoachesAre Respected: Parents see professionalism of coaches (background screens and certification) as top USA Swimming benefits. Opportunity to compete in events is #1.

#CoachesAre Trusted: Parents perceive swim coaches as more trustworthy than soccer, baseball, football and volleyball coaches.

A "Brief" Conversation: 97% of recreational swimming parents aren't comfortable with their son wearing a brief. 30% like the jammer. Most parents naively want board shorts!

No Need for Speed: Parents make swimsuit purchases for their kids based on: 1. Comfort; 2. Durability; and 3. Price. Brand name and speed are priority #8 and #9.

Suit Up: USA Swimming parents spend 3x more per swimsuit (\$55 avg.) than a rec swimming parent (\$18).

Mom is Driving the Bus (Literally): Mom is the most likely to drive kids to practice. Rec swim moms will drive 7 minutes and USA Swimming moms will drive 16 minutes.

Mom is Driving the Bus (Figuratively): For non-swimming families, mom is the #1 influence in choosing a swim team for the family. The child is #2. Dad is (a distant) #3.

#FunnestSport: Fun, safety and self-confidence are reasons parents get kids in swimming.

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