WHY SWIMMING MATTERS TO HEALTH & INDUSTRY GROWTH

Thomas M. Lachocki, Ph.D.,
CEO, National Swimming Pool Foundation
Cross out 10 “values” you are willing to give up for the rest of your life to retain the five you don’t cross out:

<table>
<thead>
<tr>
<th>Adventure</th>
<th>Health</th>
<th>Religion/Faith</th>
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<tr>
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<td>Humor</td>
<td>Respect</td>
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<td>Freedom</td>
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<td>Love</td>
<td>Travel</td>
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<td>Patience</td>
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Look Up = Values
More “Swimmers” + More Frequent “Swimmers”

Create Demand / Growth

Maintain Market
Invest in Competence

Lost Customers
Bad stuff + no perception of good stuff
Obesity Trends* Among U.S. Adults

BRFSS, 1990

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults

BRFSS, 2000

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults

BRFSS, 2010

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends Among US Adults,
BRFSS, 2013

*Prevalence estimates reflect BRFSS methodological changes started in 2011. These estimates should not be compared to prevalence estimates before 2011.
Age-Adjusted Prevalence of Obesity and Diagnosed Diabetes Among U.S. Adults Aged 18 Years or older

Obesity (BMI ≥30 kg/m²)

1994

- No Data
- <14.0%
- 14.0-17.9%
- 18.0-21.9%
- 22.0-25.9%
- ≥26.0%

2000

- No Data
- <4.5%
- 4.5-5.9%
- 6.0-7.4%
- 7.5-8.9%
- ≥9.0%

2010

Projected U.S. Population Aged 65+
2010 to 2050
(in millions)

2010: 40.2
2015: 46.8
2020: 54.8
2025: 63.9
2030: 72.1
2035: 77.5
2040: 81.2
2045: 84.5
2050: 88.5

Source: Population Division, U.S. Census Bureau, 08-14-08
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### Mortality Rate by Exercise Type

<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Sedentary</th>
<th>Walkers</th>
<th>Runners</th>
</tr>
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<tbody>
<tr>
<td>Swimmers had a lower risk of dying compared with other activities</td>
<td>By 56%</td>
<td>By 51%</td>
<td>By 47%</td>
</tr>
<tr>
<td>Adjustment for age, BMI, alcohol intake, and family history of cardiovascular disease</td>
<td>By 53%</td>
<td>By 50%</td>
<td>By 49%</td>
</tr>
</tbody>
</table>

Additional adjustment for baseline cardiovascular disease, hypertension, diabetes mellitus, and hypercholesterolemia, did not change the inverse association between different activities and all-cause mortality.

Heart Stretches when People are Immersed in Water

- *Hot Water & Healthy Living*
- Tajima (88), Am. J. Physiology, 254 (6, Pt 2), R977-R983
Leading Aspirational Activities

<table>
<thead>
<tr>
<th>Ages 6-12</th>
<th>Ages 13-17</th>
<th>Ages 18-24</th>
<th>Ages 25-34</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swimming for Fitness</td>
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<td>Swimming for Fitness</td>
</tr>
<tr>
<td>Bicycling</td>
<td>Camping</td>
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<td>Bicycling</td>
</tr>
<tr>
<td>Camping</td>
<td>Bicycling</td>
<td>Hiking</td>
<td>Camping</td>
</tr>
</tbody>
</table>

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<tr>
<th>Ages 35-44</th>
<th>Ages 45-54</th>
<th>Ages 55-64</th>
<th>Ages 65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking</td>
<td>Swimming for Fitness</td>
<td>Swimming for Fitness</td>
<td>Swimming for Fitness</td>
</tr>
<tr>
<td>Swimming for Fitness</td>
<td>Bicycling</td>
<td>Working Out With Weights</td>
<td>Hiking</td>
</tr>
</tbody>
</table>

- 2014 SFIA Participation Topline Report. *Ranked by top ten most popular interested sport and activity*
Create Demand
= More Swimmers

Maintain Market
= Invest in Competence

Minimize Contraction
= Invest in Competency
NSPF

Government

Academia

Industry

Research

Education

Owners

Swimmers

Not Yet Aquatic Active

For Fun. For Fitness. For Family. Safety.

step into swim
Create Demand
= Invest $$$ in Local Swim Program(s)

Maintain Market
= Invest in Competence

Minimize Contraction
= Invest in Competency
Look Up

Family Matters

Health Matters

Swimmers Matter