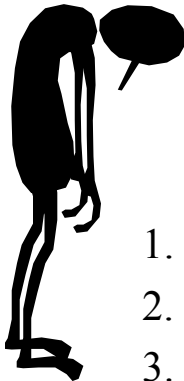


Why Kids Swim?

1. Enjoy/Fun 28%
2. Fitness 15%
3. Be with Friends 13%
4. Compete 13%
5. Improve 8%
6. Meet New People 8%



Why Kids Quit?

1. Takes Too Much Time 18%
2. Coach Was Negative 15%
3. Enjoy Other Activities More 15%
4. Lack Of Fun 8%
5. Swimming Was Boring 9%
6. Parents' Emphasis On Winning 6%

