

PLAY IT SAFE BY THE WATER

Campaign Tracking Report

2012/2013

Conducted by:  **Newspoll**tm
market & social research

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Contents

1. Research objectives
2. Methodology
3. Respondent profile
4. Overall findings
5. Aquatic activities- safety behaviours
6. Conclusions

RESEARCH OBJECTIVES AND METHODOLOGY

Objectives

Quantitative research was undertaken to:

- measure the awareness and recall of the Play it Safe by the Water Campaign amongst adults;
- measure the impact of the campaign on adults; and
- measure self-reported behaviours of adults in different aquatic environments and situations.

Methodology

Sample

- Conducted in Victoria among 403 respondents aged 18 years and over.
- Respondents selected via a random sample process which included:
 - a quota being set for each capital city and non-capital city area, and within each of these areas, a quota being set for groups of statistical divisions or subdivisions;
 - random selection of household telephone numbers within each area;
 - random selection of an individual in each household by a “last birthday” screening question.

Methodology

Interviewing

- Conducted by telephone between 4 April and 8 April 2013.
- To ensure the sample included those people who tend to spend a lot of time away from home, a system of call backs and appointments was incorporated.

Methodology

- This study was carried out in compliance with ISO 20252 – Market, Social and Opinion Research
- This report summarises the findings of the latest study – conducted in 2013 and compares these results, where appropriate, with those from similar studies conducted from 2004-2012.
- Legend notations throughout the report indicate the research company that conducted the surveys –
*Newspoll; †Sweeney; ^IPSOS

Sample profile

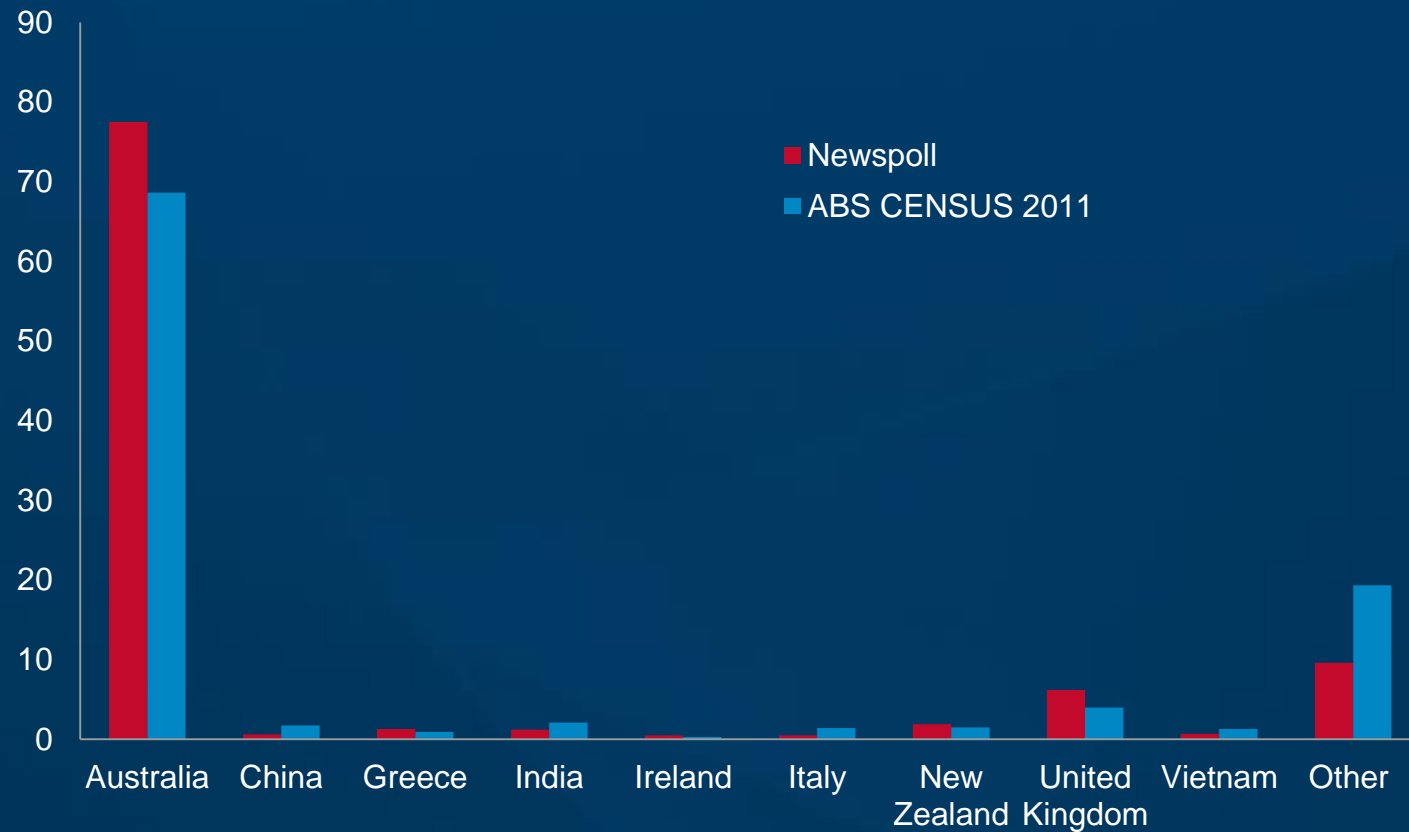
- The sample was similar to that used in previous studies.

BACKGROUND	No.	%
Total	403	100.0
Gender		
Male	203	50.4
Female	200	49.6
Age		
18-34	107	26.6
35-49	117	29.0
50+	179	44.4
Area		
Metro	267	66.3
Rural/Regional	136	33.7

Respondent profile

- The majority, 77.5% of respondents were born in Australia and of those born in another country 81.1% had lived in Australia for more than 9 years.

Sample surveyed country of birth, compared to Victorian population

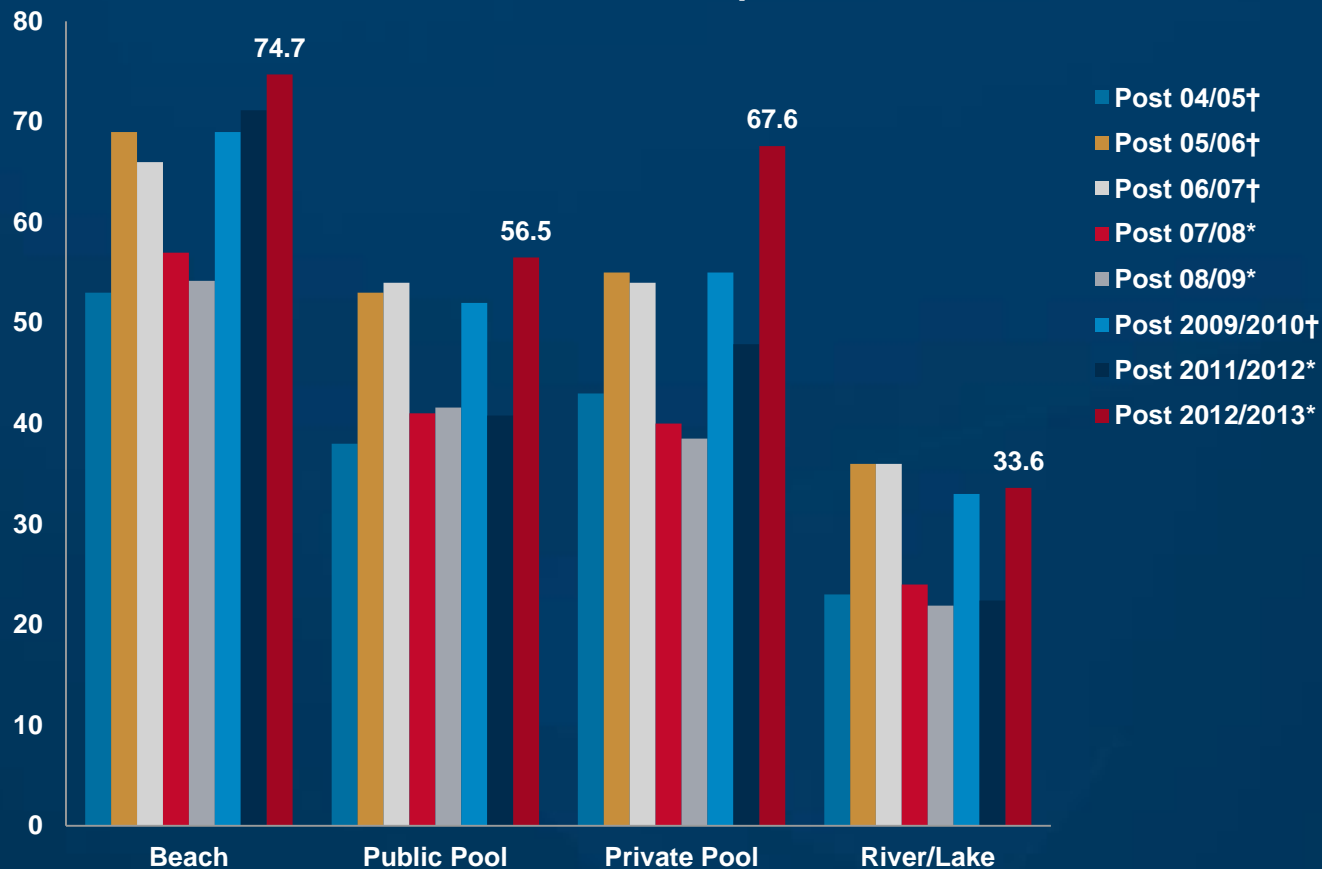


OVERALL FINDINGS

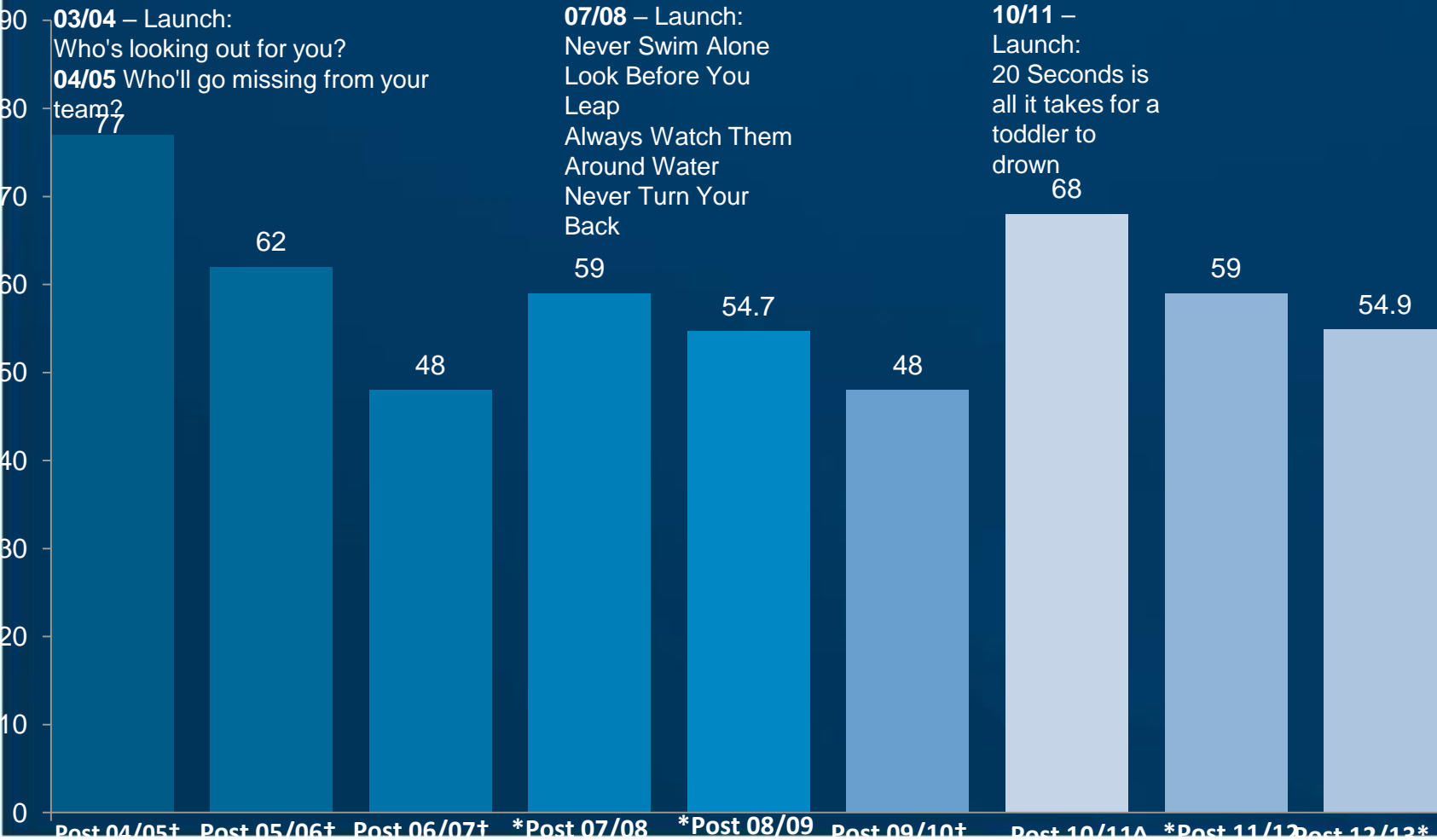
Patterns of aquatic recreation

- Aquatic recreation remains popular with 67.6% or an estimated 2.9 million Victorians going swimming in the last 12 months.
- Of those people that go swimming, participation in different aquatic environments was increased compared with previous years.

Where swam in the past 12 months

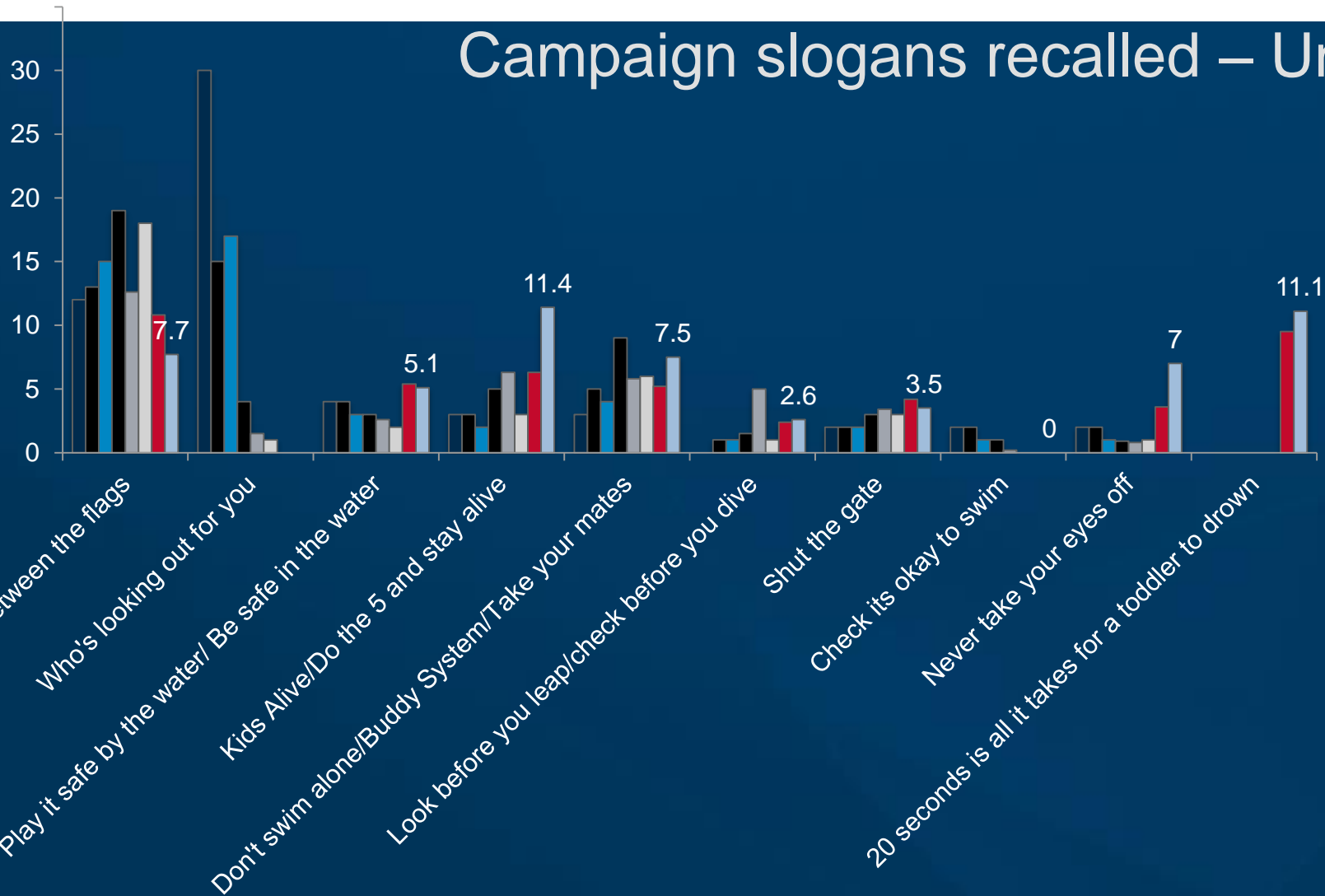


Recall of water safety advertising



- There was a decrease in recall of any water safety advertising in 2013/2013, comparable to 2008/2009 levels.
- Those in regional Victoria were more likely to have recalled any water safety advertising and were more likely to have seen this advertising on television than those in metropolitan Melbourne.

Campaign slogans recalled – Unprompted

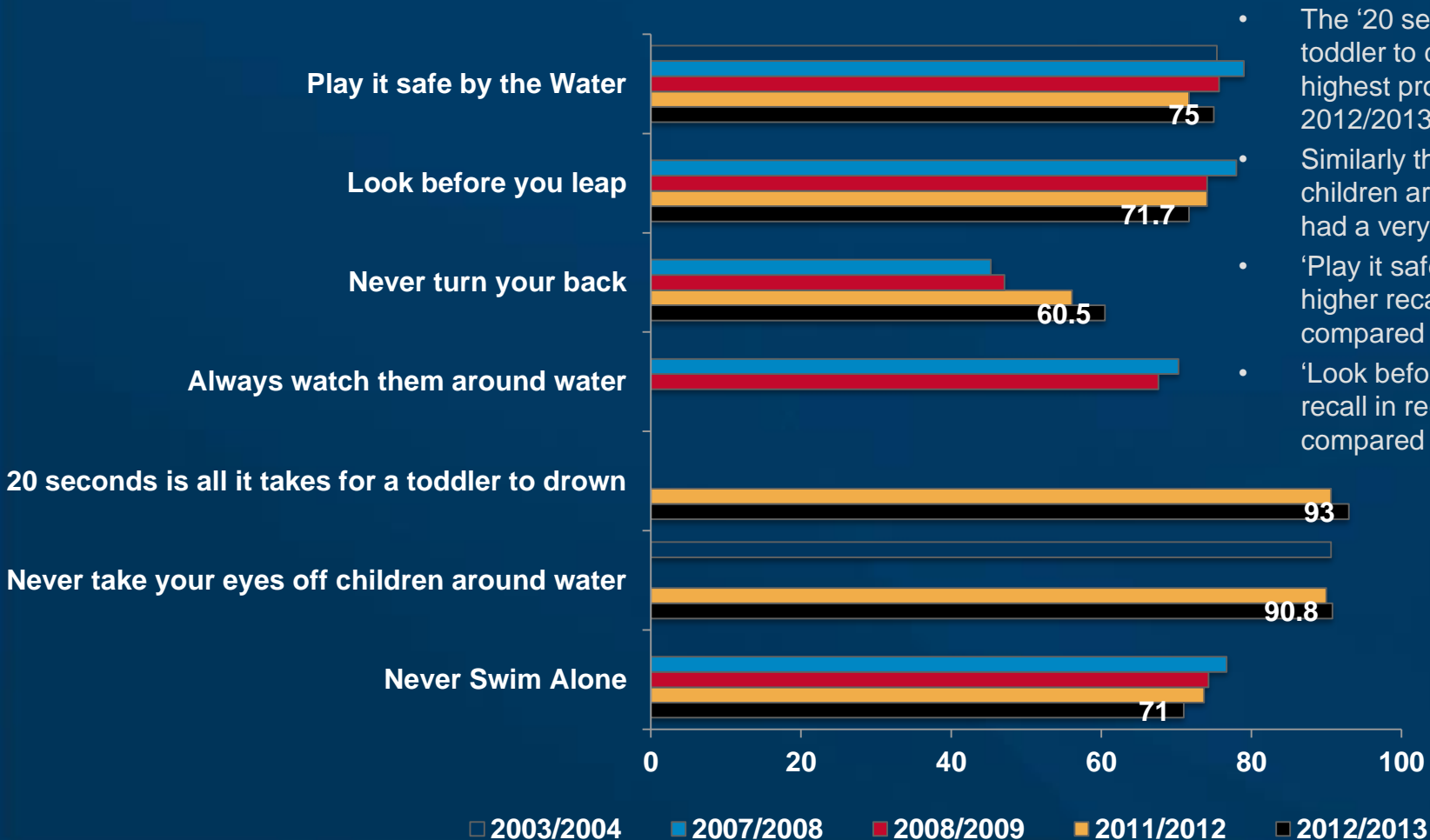


- The '20 seconds is all it takes for a toddler to drown' message was the highest recalled water safety message in 2011/2012
- The unprompted recall level of this campaign is similar to previously highly successful campaigns such as 'Swim between the flags' and 'Who's looking out for you'.

Main messages from advertising

- Child safety around water 68.4%
 - 22.3% Encourage children to learn swimming (early/ at a young age)
 - 20.2% Don't take eyes off children around water
 - 16.8% Don't leave children/toddlers unsupervised around water
 - 16.9% It only takes 20 seconds for children to drown/ children can drown quickly/ silently
- Pool safety 20.3%
- Don't swim alone/Keep eye out for others 10.5%
- Beach safety 7.7%
- Water safety/Be careful around water 26.7%

Slogan recall – Prompted

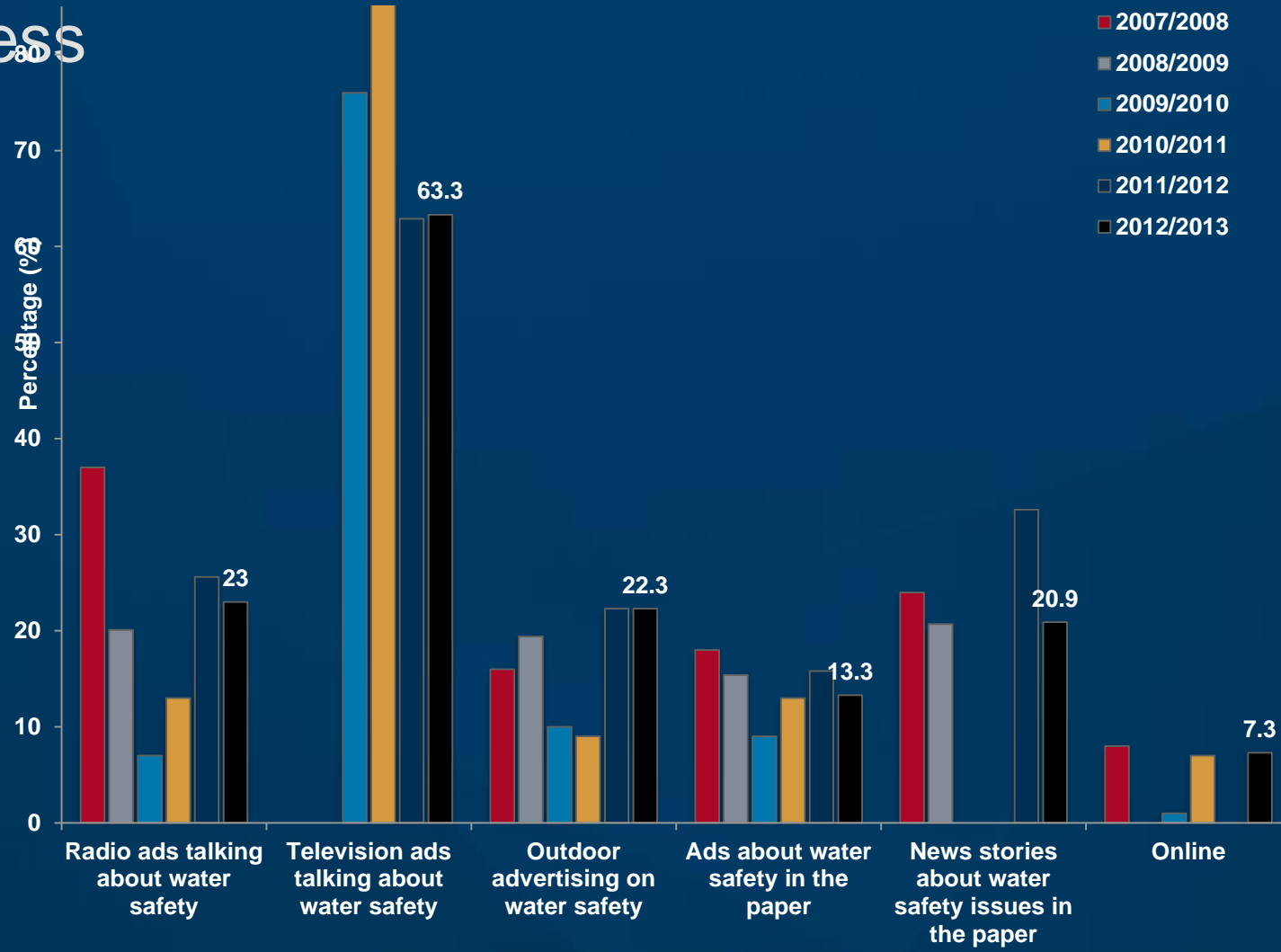


- The '20 seconds is all it takes for a toddler to drown' message was the highest prompted recalled message in 2012/2013.
- Similarly the 'Never take your eyes off children around water' message also had a very high prompted recall.
- 'Play it safety by the water ' had a higher recall by females (79.0%) compared with males (69.9%) .
- 'Look before you leap' had a higher recall in regional areas (80.9%) compared with Melbourne (70.4%).

Source of awareness

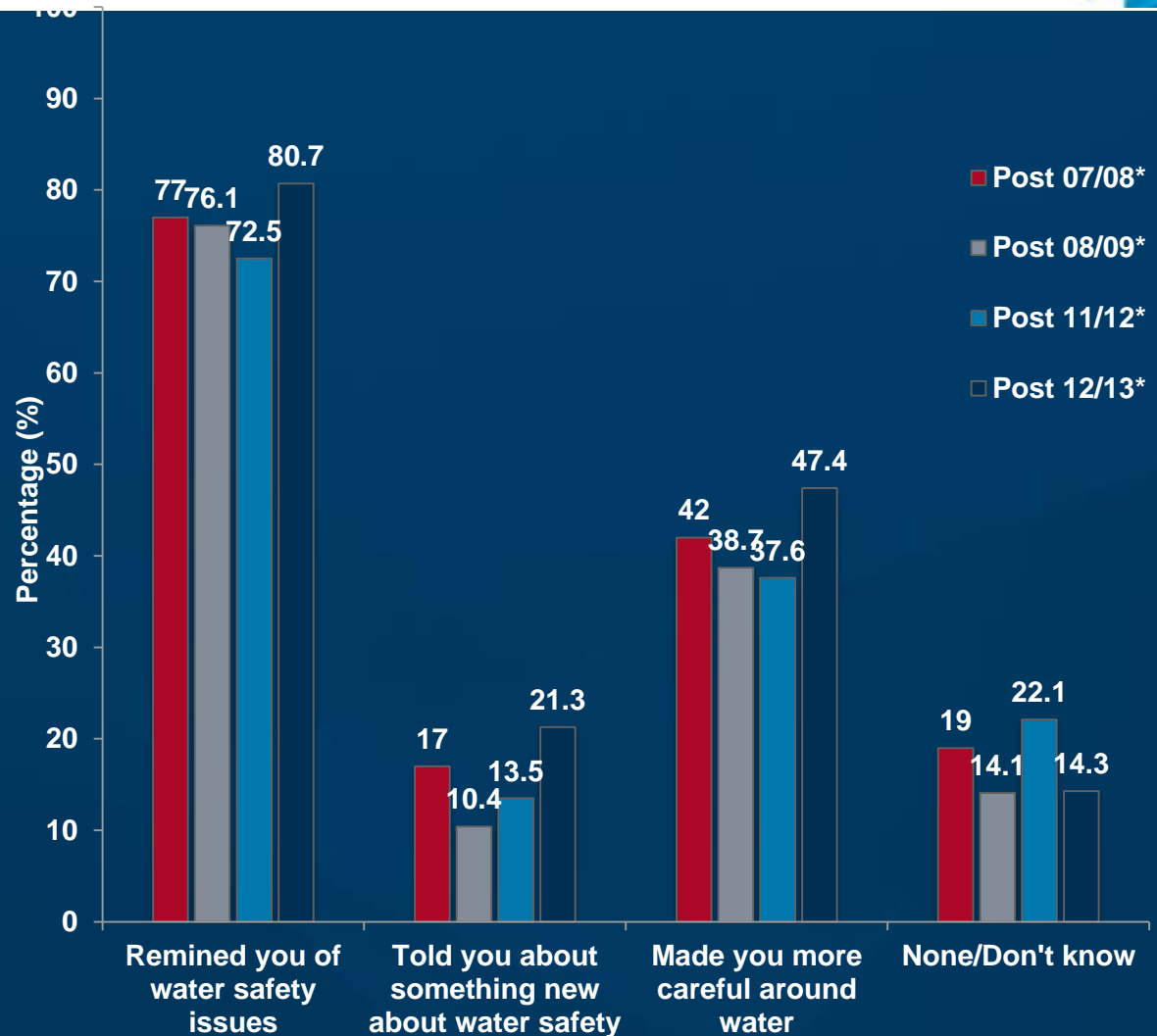


- The majority of those that recalled any water safety advertising, saw ads on TV.
- The proportion of those hearing radio advertising, seeing billboards, or ads about water safety in print or online was comparable to previous years.
- Those seeing news stories about water safety issues in the paper decreased compared to last year.



Impact of advertising

- The majority of respondents who recalled any water safety advertising were reminded of water safety issues.
- This year there were increases across all areas in regards to either reminding people of water safety issues, telling them something new about water safety and making them more careful around water.
- Of those who learnt something new about water safety 40.3% learnt how quickly it can take for a child to drown/ it only takes 20 seconds for a toddler to drown. This is a slight decrease compared with last year which was 48.9%



Behaviour change

- Of those who reported the advertising made them more careful around water:
 - 23.6% remember to be extra cautious/look around when I swim/be aware/alert of surroundings (an increase compared with last year which was 17.4%)
 - 19.6% keep watch on children in the water/ don't leave children unsupervised (a decrease compared with last year which was 34.1%)
 - 11.7% make sure the surrounding is safe for children (similar to last year, 9.8%)
 - 7.6% ensure/have added fencing around the pool/ the height of the fencing (as per last year, 8.4%)

Behaviour change – Parents/carers of toddlers

- 51 respondents had one or more children aged 0 to 4 years.
- As the results are based on a small sample size they should be read with some caution.

	Baseline 2010/2011^	Post 2010/2011^	Post 2011/2012*	Post 2012/2013*
I rely on my hearing to ensure they are safe				
Never	57	58	74	75
Occasionally/ Rarely	12	13	10	5
Sometimes	10	7	1	8
Most of the time	5	7		3
Always	13	13	13	9
I check that doors, fences and gates are securely closed				
Never	1	1		
Occasionally/ Rarely	1	2		2
Sometimes	4	3	1	2
Most of the time	11	9	1	1
Always	64	63	85	87
I ask older siblings to watch toddlers around water for me				
Never	51	53	66	60
Occasionally/ Rarely	11	11	2	3
Sometimes	14	13	7	9
Most of the time	5	3		
Always	4	6	1	5
I constantly watch toddlers when they're around water				
Never	1	0		2
Occasionally/ Rarely	1	1		
Sometimes	5	3		
Most of the time	10	12		6
Always	81	80	98	91
I am within arm's reach of toddlers around water				
Never	1	1	3	
Occasionally/ Rarely	3	4		
Sometimes	9	6	11	11
Most of the time	26	23	19	15
Always	60	65	65	74

Behaviour change – Parents/carers of toddlers

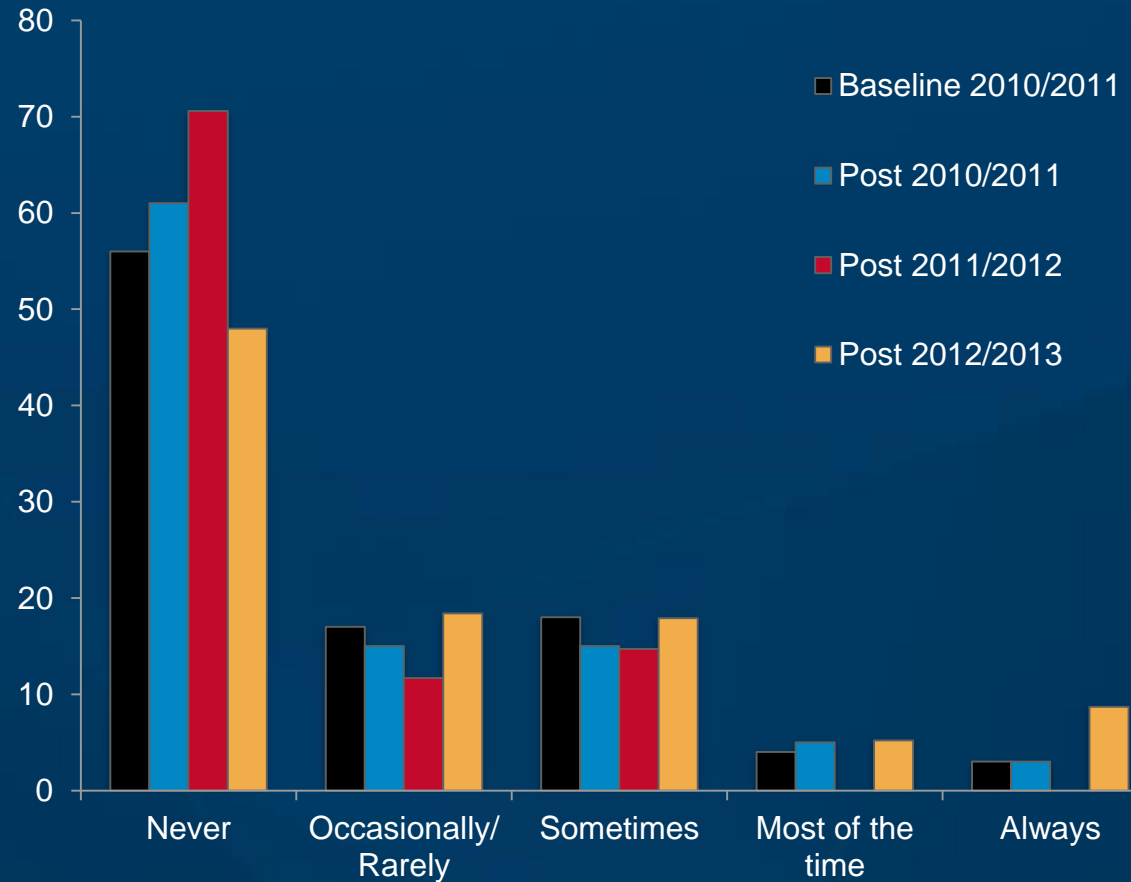
- Reported behaviours regarding toddlers and water safety were similar to the previous tracking studies in 2010/2011, and 2011/2012.

	Baseline 2010/2011 [^]	Post 2010/2011 [^]	Post 2011/2012 [*]	Post 2012/2013 [*]
I leave toddlers to play outdoors by themselves				
Never	43	42	42	47
Occasionally/ Rarely	20	19	5	13
Sometimes	24	26	38	36
Most of the time	8	6	11	1
Always	4	6	3	3
Supervision of toddlers during bath time				
I duck out for a moment during bath time				
Never	56	61	71	48
Occasionally/ Rarely	17	15	12	18
Sometimes	18	15	15	18
Most of the time	4	5		5
Always	3	3		9
Water storage around the house				
I empty the bath water right away				
Never	2	3	3	2
Occasionally/ Rarely	2	3		1
Sometimes	4	4	2	3
Most of the time	15	13	1	12
Always	74	74	91	82
I keep buckets of water sitting around the house				
Never	73	76	84	85
Occasionally/ Rarely	10	8	4	8
Sometimes	7	4	1	1
Most of the time	3	4	3	
Always	4	4	7	3

Behaviour change – Parents/carers of toddlers

- Some behaviours indicated a return to baseline levels (prior to the 2010/2011 campaign).
- In particular, half the respondents said they duck out for a moment during bath time (for example to answer the phone).

I duck out for a moment during bath time



AQUATIC ACTIVITIES- SAFETY BEHAVIOURS

Beach safety- Behaviour

- The majority of respondents reported that they always or mostly swim between the flags at a patrolled beaches, rarely or never swim outside the flags at a patrolled beach, and ensure children they are supervising swim between the flags at a patrolled beach.
- Around half of respondents always check (47.4%) or read (52.4%) safety signs at the beach. This is inline with previous research by Life Saving Victoria.
- Respondents who had participated in formal swimming lessons were more likely to report safer behaviours at the beach, such as being more likely to swim between the flags at patrolled beaches, actively check for and read safety signage.

	Frequency (N=403)	Percent (%)
Swim between the flags at a patrolled beach		
Always	248	61.5
Most of the time	38	9.4
Sometimes	22	5.5
Rarely	14	3.5
Never	8	2.0
Dont know \ not participate	73	18.1
Swim outside the flags at a patrolled beach		
Always	8	2.0
Most of the time	9	2.2
Sometimes	39	9.7
Rarely	61	15.1
Never	219	54.3
Dont know \ not participate	67	16.6
Ensure any children you are supervising swim between the flags at a patrolled beach		
Always	273	67.7
Most of the time	15	3.7
Sometimes	4	1.0
Rarely	3	.7
Never	8	2.0
Dont know \ not participate	100	24.8
Actively check if there is hazard or safety signage at the beach		
Always	191	47.4
Most of the time	61	15.1
Sometimes	48	11.9
Rarely	19	4.7
Never	38	9.4
Dont know \ not participate	46	11.4
Read the safety or hazard signs at the beach		
Always	211	52.4
Most of the time	59	14.6
Sometimes	51	12.7
Rarely	25	6.2
Never	14	3.5
Dont know \ not participate	43	10.7

Beach safety- Behaviour

- The key reasons for not swimming between the flags at patrolled beaches were:
 - Overcrowded (45.3%)
 - Surfing, i.e. can't surf between the flags (18.2%)
 - Familiar with surroundings, therefore consider it safe (11.5%)
 - Unintentionally drift away from flagged area (6.3%)

Aquatic safety- Behaviour

- The majority of respondents reported that they never swim after drinking alcohol.
- However less than half of respondents always wear a life jacket or floatation device when boating and one in 10 respondents reported that they always wear a life jacket when rock fishing.
- More females reported that they never swim after drinking alcohol.
- Respondents who had participated in formal swimming lessons were more likely to report safer behaviours at the beach, such as , not swimming after drinking alcohol, and wearing a life jacket when boating.

	Frequency (N=403)	Percent (%)
Swim after drinking alcohol		
Always	1	.2
Most of the time	2	.5
Sometimes	24	6.0
Rarely	38	9.4
Never	274	68.0
Dont know \ not participate	64	15.9
Wear a life jacket or floatation device when boating		
Always	181	44.9
Most of the time	21	5.2
Sometimes	21	5.2
Rarely	5	1.2
Never	24	6.0
Dont know \ not participate	151	37.5
Wear a life jacket or floatation device when rock fishing		
Always	40	9.9
Most of the time	1	.2
Sometimes	2	.5
Rarely	3	.7
Never	45	11.2
Dont know \ not participate	312	77.4

Conclusions

- Recall of any water safety advertising decreased this year compared to the past two years.
- The Play it Safe By the Water campaign and messaging was strong, however there was a general decrease in messaging around: 'look before you leap' and 'never swim alone' messages.
- The '20 seconds campaign' messaging remains strong as demonstrated by the high recall levels of '20 seconds is all it takes for a toddler to drown' and 'never take your eyes off children around water'.
- However, certain parent/carer behaviours related to this campaign indicated a return to baseline (pre-campaign) levels.



PLAY IT SAFE
BY THE WATER



LIFE SAVING VICTORIA

RISK AND RESEARCH DEPARTMENT

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