

PLAY IT SAFE BY THE WATER

Campaign Tracking Report 2013/2014

Surveys conducted by:



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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.

Interviewing

- Conducted by telephone between 22 April and 24 April 2014.
- 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.
- This study was carried out in compliance with ISO 20252 – Market, Social and Opinion Research

Reporting

- This report summarises the findings of the latest study – conducted in 2014 and compares these results, where appropriate, with those from similar studies conducted from 2004-2013.
- Legend notations throughout the report indicate the research company that conducted the surveys – *Newspoll; †Sweeney; ^IPSOS

Sample profile

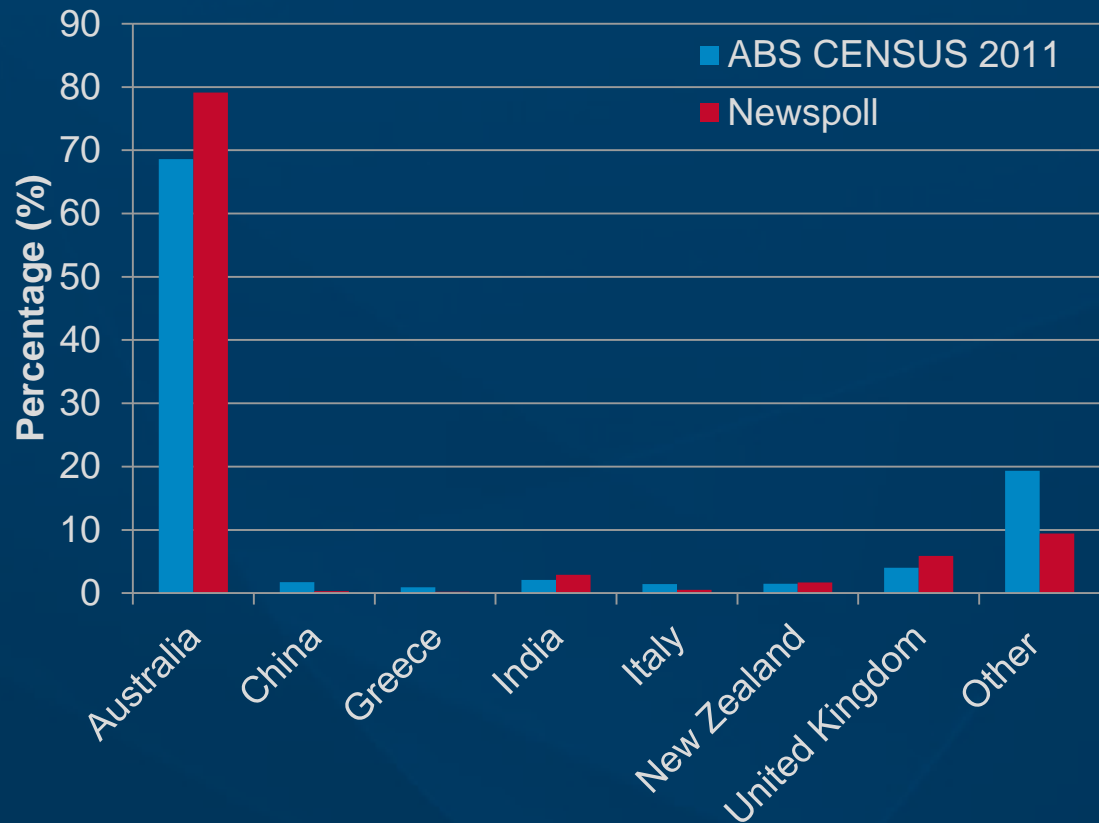
- The sample was similar to that used in previous studies.
- There was a slightly lower proportion in the 18-34 year age group surveyed compared to last year.

BACKGROUND	No.	%
Total	403	100.0
Gender		
Male	201	49.9
Female	202	50.1
Age		
18-34	86	21.3
35-49	133	33.0
50+	184	45.7
Area		
Metro	269	66.7
Rural/Regional	134	33.3

Respondent profile

- The majority, 79.1% of respondents were born in Australia.
- Of those born in another country 80.3% had lived in Australia for more than 9 years.

Sample surveyed country of birth, compared to Victorian population

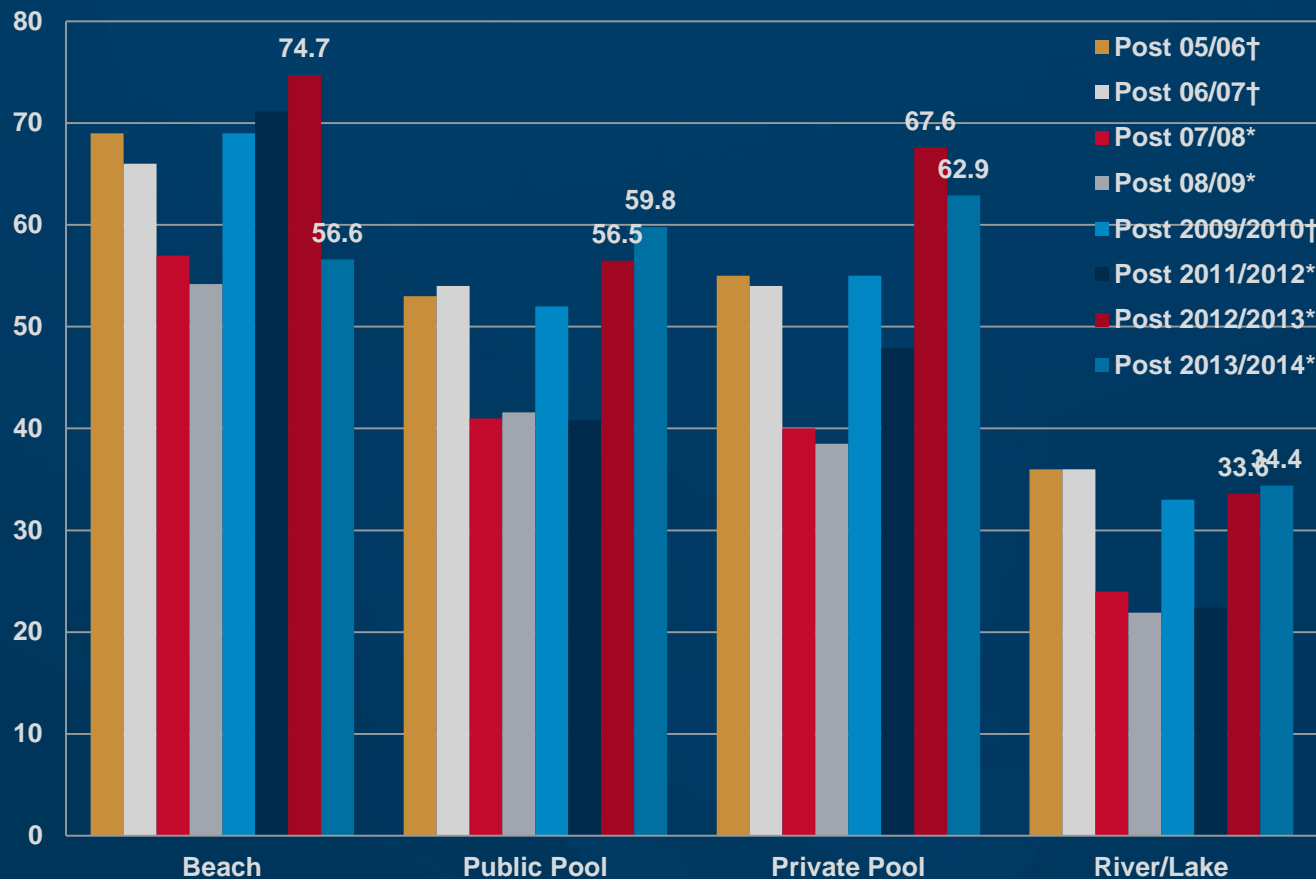


OVERALL FINDINGS

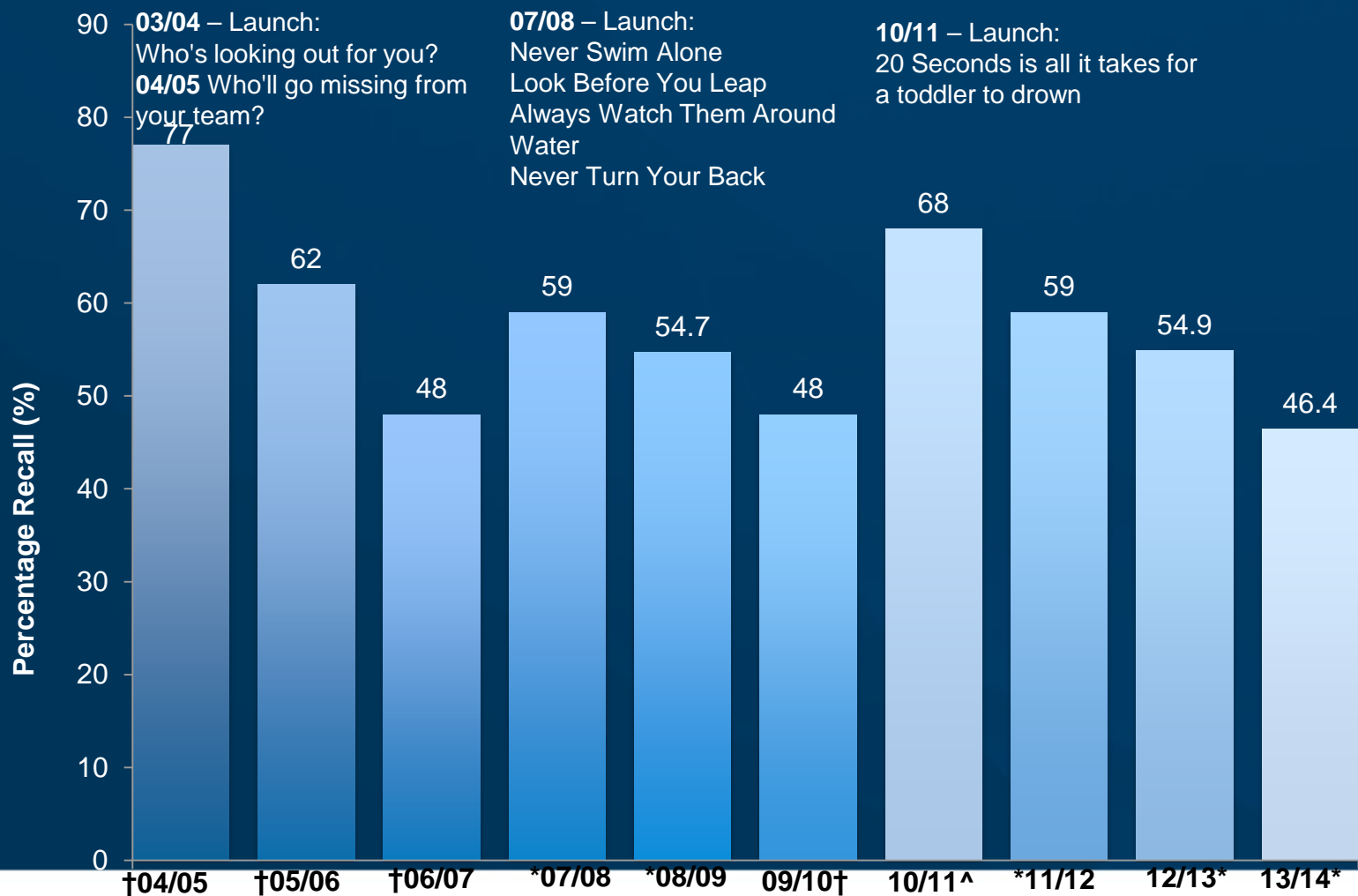
Patterns of aquatic recreation

- Aquatic recreation remains popular with two thirds (65.0%) or an estimated 2.9 million Victorians going swimming in the last 12 months.
- Of those people that went swimming, significantly less people visited the beach compared to 2012/2013.
- Private pool use also decreased in the last 12 months, while public pool use increased slightly compared to 2012/2013.

Where swam in the past 12 months



Recall of water safety advertising



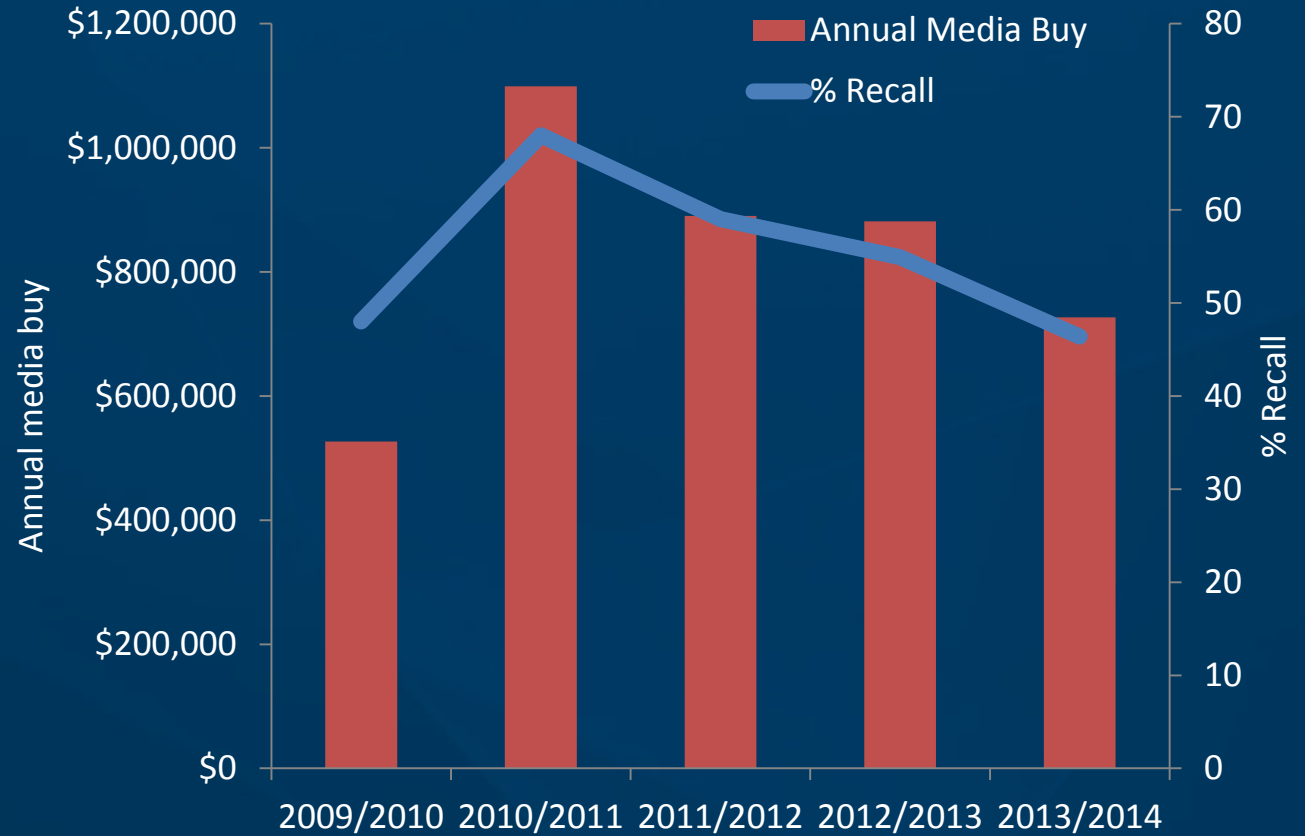
- There was a further decrease in recall of any water safety advertising in 2013/2014, the lowest level in the past decade.

- Those in regional Victoria were significantly more likely to have recalled any water safety advertising (63.4% regional vs 40.1% metro).

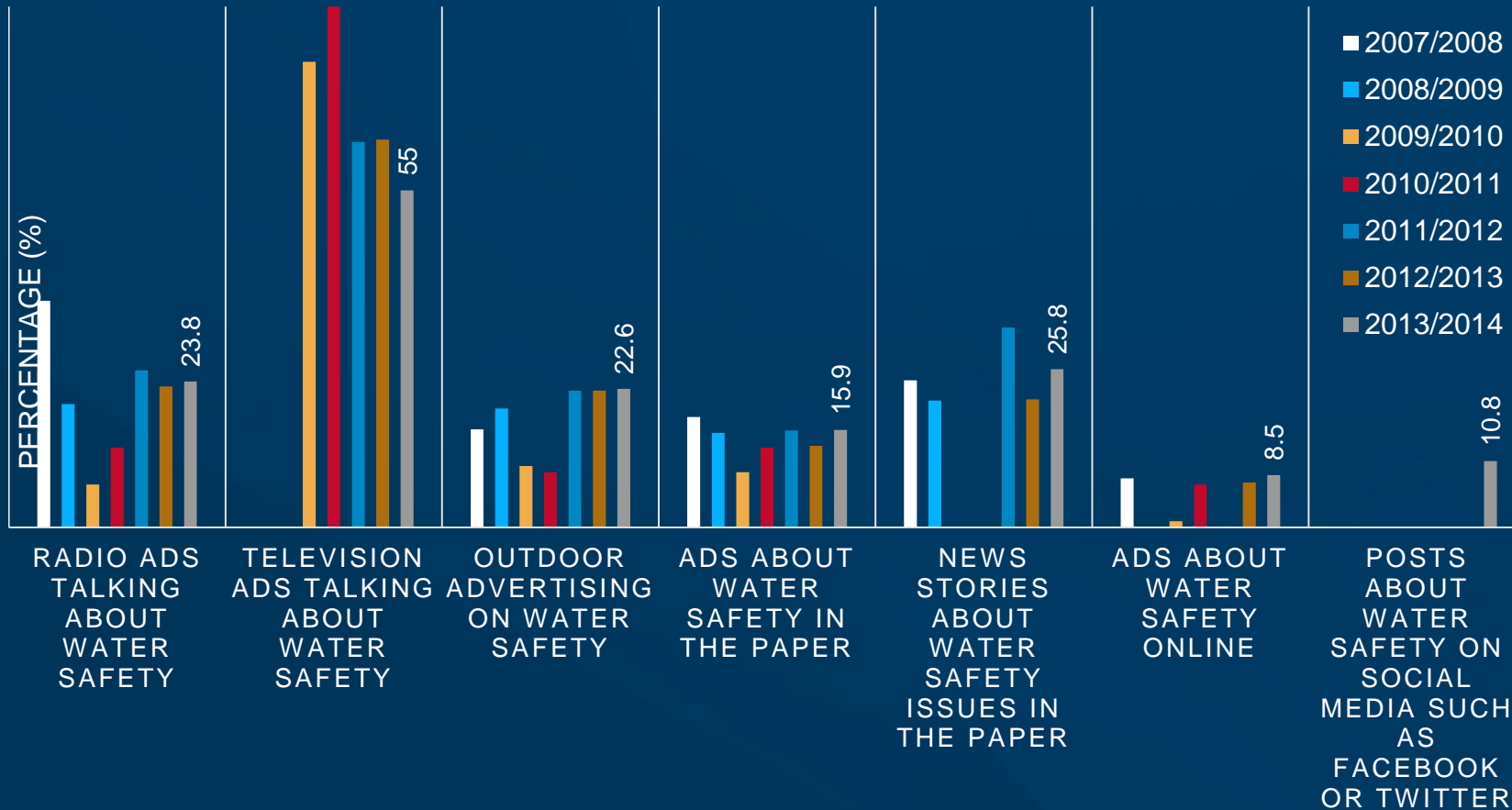
- Those in regional Victoria were also more likely to have seen this advertising on television (73.9% regional vs 47.6% metro) and in the paper (21.6% regional vs 13.0% metro) compared to those in metropolitan Melbourne.

Media buy vs recall

- The annual media buy is highly correlated ($r=0.9$) to recall of water safety messaging.

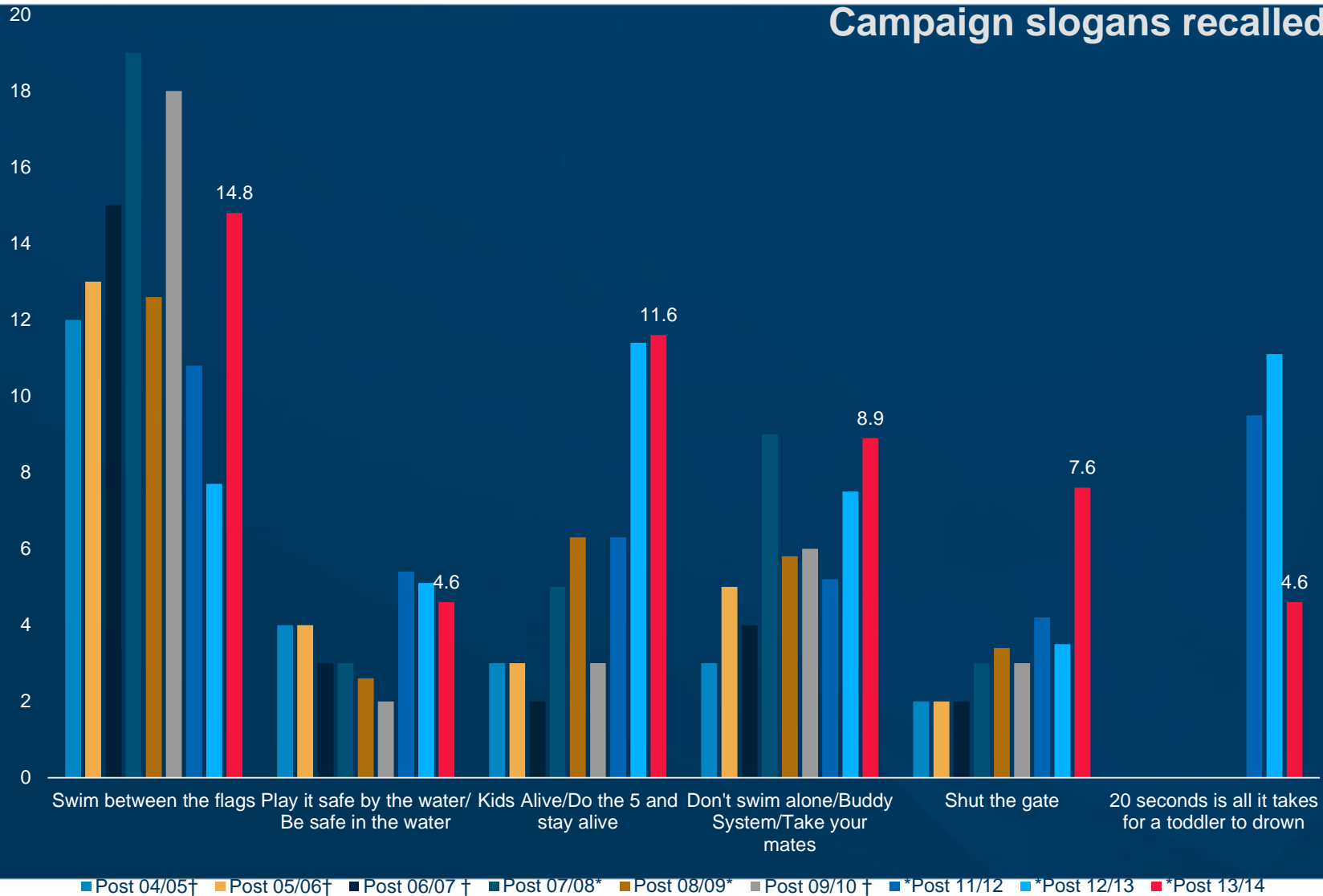


Source of awareness



* The majority of those that recalled any water safety advertising, saw ads on TV.
 * However the proportion of those that recalled seeing water safety advertising on TV decreased by 8.3% from 2012/2013 and 34% from 2010/2011 when the last TV campaign was launched.
 * Those seeing news stories about water safety issues in the paper increased compared to last year.

Campaign slogans recalled – Unprompted



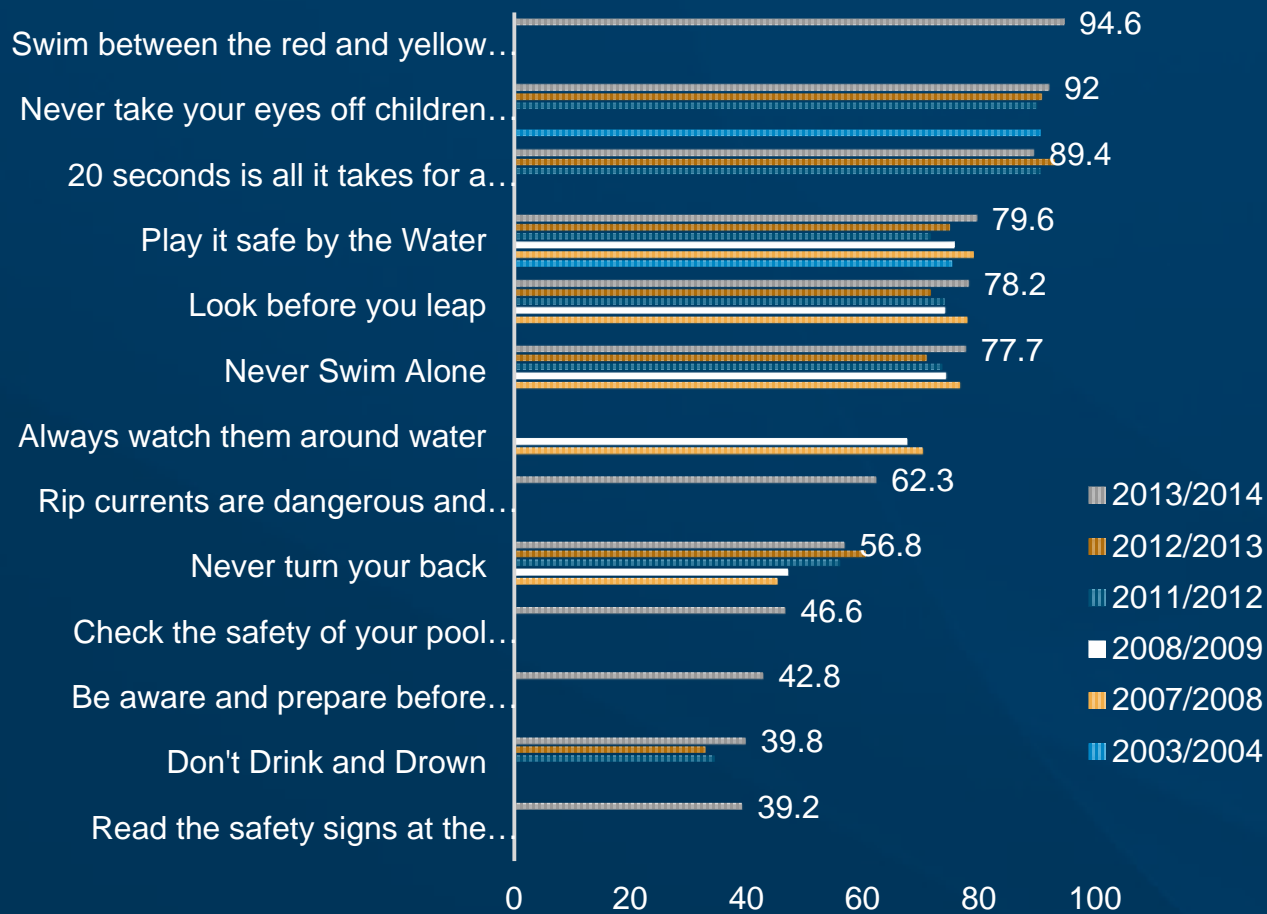
- Swim between the flags was the highest unprompted message recalled, followed by Kids Alive do the 5 and Never swim alone messaging.
- The '20 seconds is all it takes for a toddler to drown' message recall dropped by 6.5% this year compared to 2012/2013.

Main messages from advertising

- Child safety around water 56.1% in 2013/2014 vs 68.4% in 2012/2013
 - 23.5% Look out for children/ don't take eyes off children around water
 - 19.3% Don't leave children/toddlers unsupervised/ alone around water
 - 13.6% Encourage children to learn swimming (early/ at a young age)
 - 5.4% It only takes 20 seconds for children to drown/ children can drown quickly/ silently (16.9% in 2012/2013).
- Pool safety 28.3% in 2013/2014 vs 20.3% in 2012/2013
- Don't swim alone/Keep eye out for others 16.2% in 2013/2014 vs 10.5% in 2012/2013
- Beach safety 16.5% in 2013/2014 vs 7.7% in 2012/2013

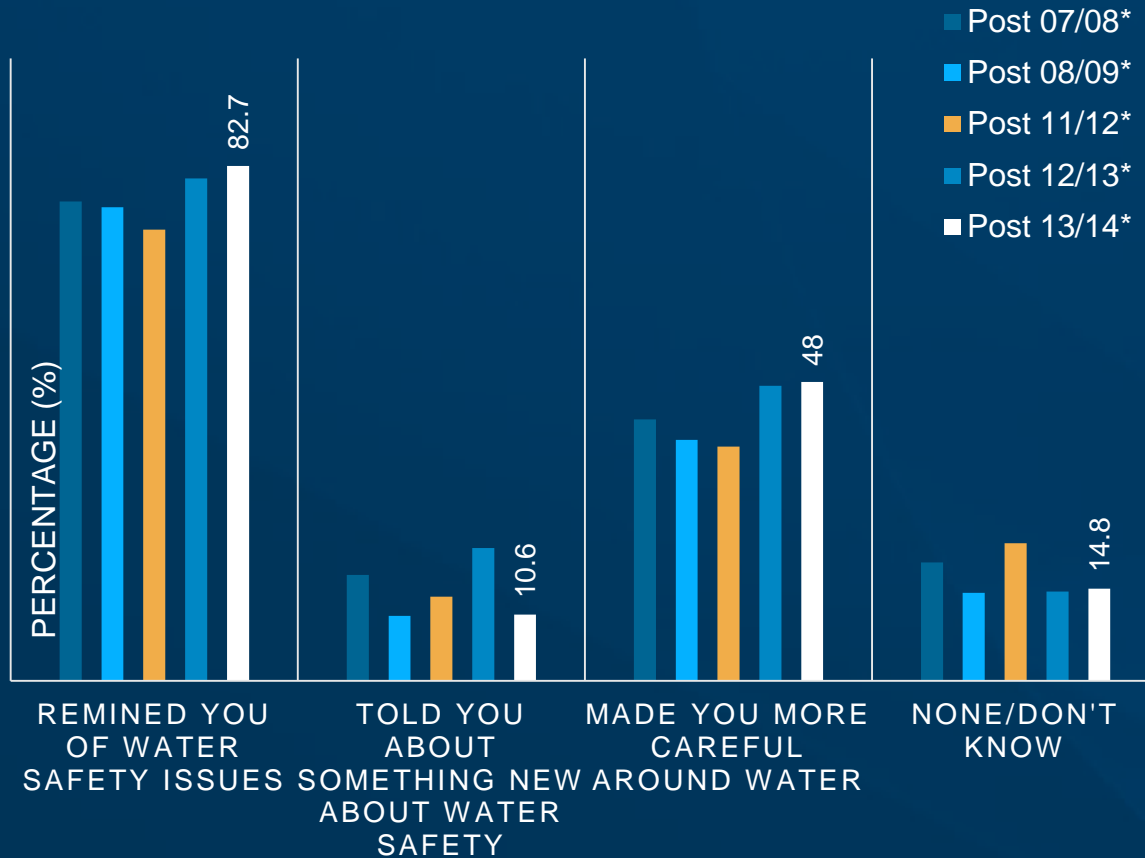


Slogan recall – Prompted



- ‘Swim between the red and yellow flags at beaches patrolled by lifesavers’ was the highest prompted recalled message
- The message dropped by 4% compared with 2012/2013.
- Similarly the ‘Never take your eyes off children around water’ message and ‘20 seconds is all it takes for a toddler to drown’ had a very high prompted recall.

Impact of advertising



- The majority of respondents who recalled any water safety advertising were reminded of water safety issues.
- Many respondents (48%) also said that the advertising made them more careful around water.
- This year there was an 11% decrease in those that responded that the advertising told them something new about water safety compared to last year.

Behaviour change

- Of those who reported the advertising made them more careful around water:
 - 27.4% keep watch on children in the water/ don't leave children unsupervised (an increase compared to 19.6% in 2012/2013 but still lower than in 2011/2012 which was 34.1%)
 - 22.3% remember to be extra cautious/look around when I swim/be aware/alert of surroundings (similar to the 23.6% in 2012/2013 but higher than in 2011/2012 which was 17.4%)
 - 5.0% make sure the surrounding is safe for children (a decrease compared to 11.7% in 2012/2013 and 2011/2012, 9.8%)
 - 4.3% ensure/have added fencing around the pool/ the height of the fencing (a decrease compared to 7.6% in 2012/2013 and 2011/2012, 8.4%)

Behaviour change – Parents/carers of toddlers

- 48 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.
- Most behaviours indicated a return to baseline levels (prior to the 2010/2011 campaign).

Column1	IPSOS	IPSOS2	Newspoll	Newspoll 2	Newspoll 3
	Baseline 2010/2011^	Post 2010/2011^	Post 2011/2012*	Post 2012/2013*	Post 2013/2014*
I rely on my hearing to ensure they are safe					
Never	57	58	74	75	90
Occasionally/ Rarely	12	13	10	5	3
Sometimes	10	7	1	8	3
Most of the time	5	7		3	2
Always	13	13	13	9	2
I check that doors, fences and gates are securely closed					
Never	1	1			7
Occasionally/ Rarely	1	2		2	
Sometimes	4	3	1	2	2
Most of the time	11	9	1	1	6
Always	64	63	85	87	53
I ask older siblings to watch toddlers around water for me					
Never	51	53	66	60	43
Occasionally/ Rarely	11	11	2	3	6
Sometimes	14	13	7	9	8
Most of the time	5	3			
Always	4	6	1	5	14
I constantly watch toddlers when they're around water					
Never	1	0		2	
Occasionally/ Rarely	1	1			
Sometimes	5	3			4
Most of the time	10	12		6	5
Always	81	80	98	91	90
I am within arm's reach of toddlers around water					
Never	1	1	3		3
Occasionally/ Rarely	3	4			3
Sometimes	9	6	11	11	3
Most of the time	26	23	19	15	19
Always	60	65	65	74	71

Behaviour change – Parents/carers of toddlers

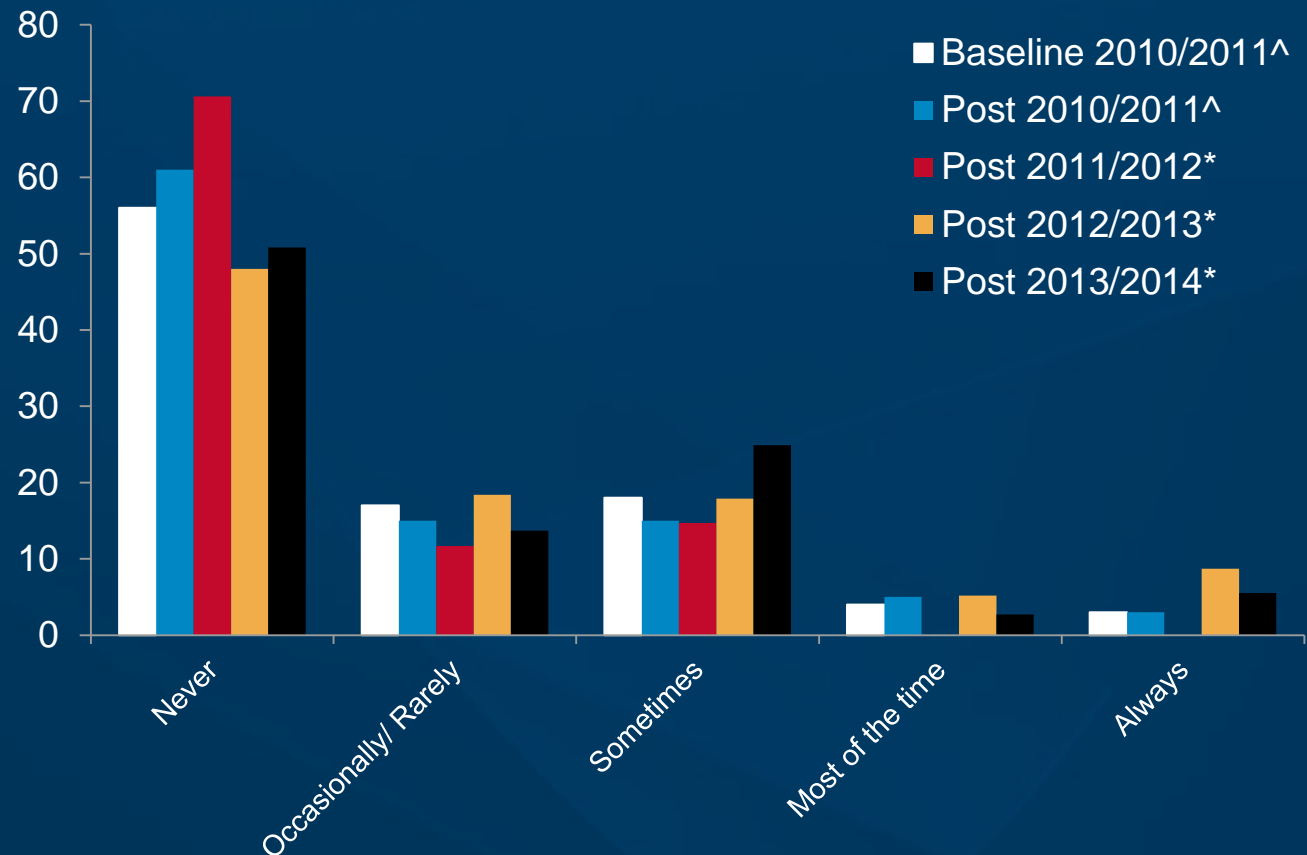
- Most behaviours indicated a return to baseline levels (prior to the 2010/2011 campaign).

Column1	IPSOS Baseline 2010/2011 [^]	IPSOS2 Post 2010/2011 [^]	Newspoll Post 2011/2012 [*]	Newspoll 2 Post 2012/2013 [*]	Newspoll 3 Post 2013/2014 [*]
I leave toddlers to play outdoors by themselves					
Never	43	42	42	47	46
Occasionally/ Rarely	20	19	5	13	18
Sometimes	24	26	38	36	32
Most of the time	8	6	11	1	4
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	51
Occasionally/ Rarely	17	15	12	18	14
Sometimes	18	15	15	18	25
Most of the time	4	5		5	3
Always	3	3		9	6
Water storage around the house					
I empty the bath water right away					
Never	2	3	3	2	3
Occasionally/ Rarely	2	3		1	
Sometimes	4	4	2	3	2
Most of the time	15	13	1	12	12
Always	74	74	91	82	78
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

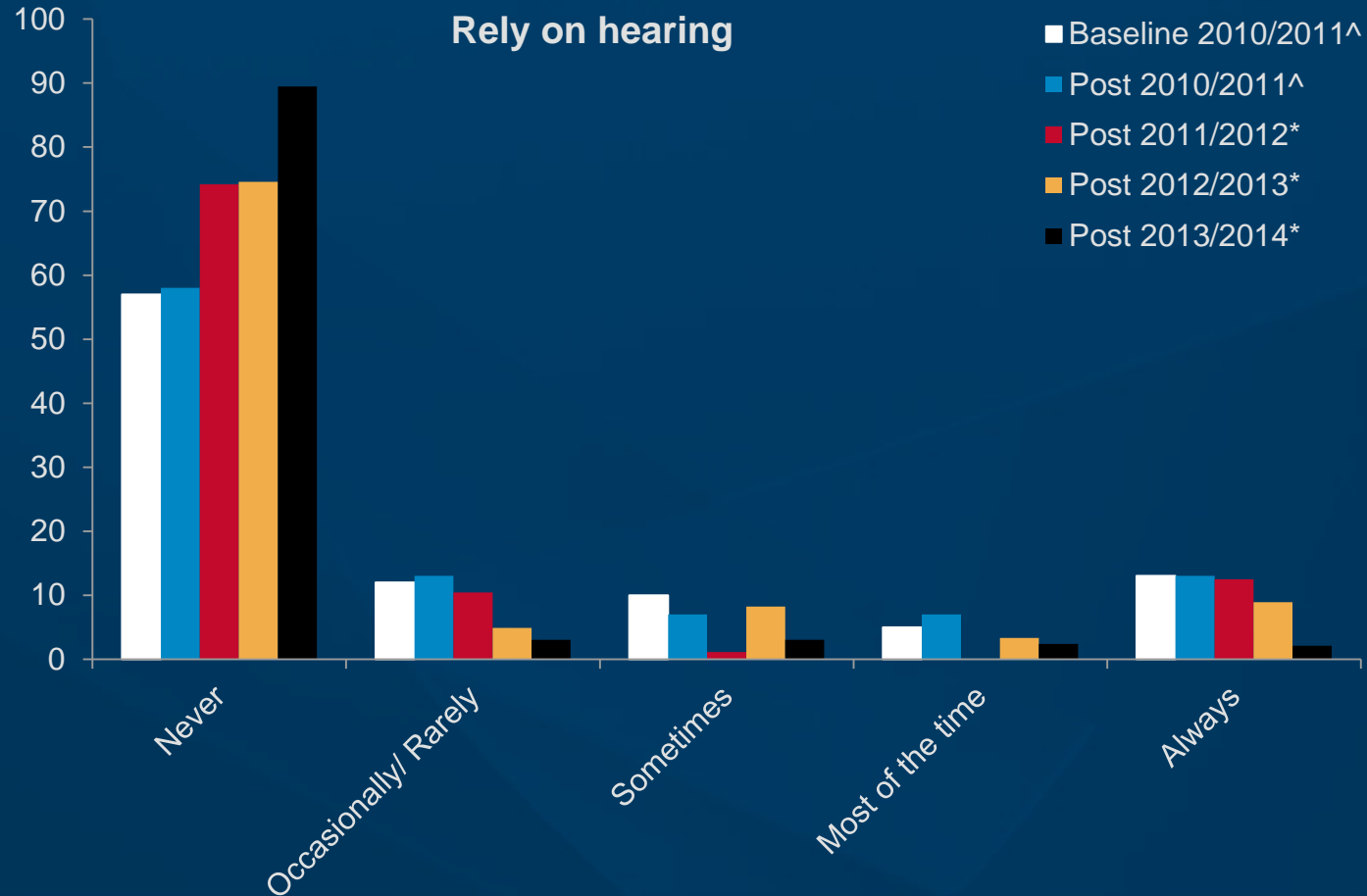
Duck out for a moment during bath time

- Half the respondents said they duck out for a moment during bath time (for example to answer the phone), which was lower than baseline levels.



Behaviour change – Parents/carers of toddlers

- One positive exception was that 90% of parents/carers said they never rely on their hearing to ensure children are safe around water.



AQUATIC 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 or mostly check (53.6%) or read (61.8%) 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, and ensuring children they are supervising swim between the flags at a patrolled beach.
- These results are similar to those reported in 2012/2013.

Beach safety behaviour

- Main reasons for choosing a particular beach (n=376)
 1. It is safe (71.8%)
 2. Convenient to get to (69.9%)
 3. Less polluted (51.9%)
 4. Close to home (49.5%)
 5. Patrolled by lifesavers (49.1%)

- Reasons for not swimming between the flags at patrolled beaches (n=99)
 1. Overcrowded (50.3% in 2013/2014 vs 45.3% in 2012/2013)
 2. Surfing, i.e. can't surf between the flags (14.5% vs 18.2%)
 3. Looked safe/ familiar with surroundings/ therefore consider it safe (16.2% vs 11.5%)
 4. Distance/ location to flag area too far away (10.4%)
 5. Unintentionally drift away from flagged area (10.2% vs 6.3%)

Aquatic safety behaviour

- The majority of respondents reported that they never swim after drinking alcohol.
- Two thirds (65.8%) of those that go boating reported that they always wear a life jacket or floatation device.
- A quarter (25.0%) of respondents that go rock fishing reported that they always wear a life jacket.
- Once again these reported behaviours are similar to those in 2012/2013.

Conclusions

- Recall of any water safety advertising decreased again this year and is the lowest level in a decade.
- The annual media buy is highly correlated ($r=0.9$) to recall of water safety messaging.
- The 'Play it Safe By the Water' general message remains strong as per previous years.
- Unprompted recall of '20 seconds is all it takes for a toddler to drown' decreased by 6.5% this year. However, the prompted '20 seconds campaign' messaging remains strong as demonstrated by the high level of recall of '20 seconds is all it takes for a toddler to drown' and 'never take your eyes off children around water'.
- The majority of parent/carer behaviours related to the '20 seconds campaign' campaign returned to baseline (pre-campaign) levels.
- New targeted messaging with no direct campaign funding received positive prompted recall
 - Check the safety of your pool fence before your child does, 46.6%
 - Be aware and prepare before hitting the beach this summer, 42.8%
 - However, these recall levels are almost half the levels attained through major water safety campaigns



LIFE SAVING VICTORIA

RISK AND RESEARCH DEPARTMENT

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