

PLAY IT SAFE BY THE WATER

Campaign Tracking Report 2014/2015

Report prepared by:

Dr Bernadette Matthews
Principal Research Associate
Life Saving Victoria

Surveys conducted by:



Contents



1. Research objectives
2. Methodology
3. Respondent profile
4. Overall findings
5. Patterns of aquatic recreation
6. Recall of water safety advertising
7. Media spend vs recall
8. Source of awareness
9. Message recall- unprompted and prompted
10. Behaviour change
11. Aquatic behavioural patterns
12. Conclusions

RESEARCH OBJECTIVES AND METHODOLOGY



Objectives



Quantitative research was undertaken to:

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

Methodology

Sample

- Conducted in Victoria among 408 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 ABS Level 4 Statistical Areas;
 - 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 13 March and 15 March 2015 by fully trained and personally briefed interviewers.
- 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 2015 and compares these results, where appropriate, with those from similar studies conducted from 2004-2014.
- 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 were 408 respondents with an even split of males and females.
- Two thirds of the sample were from Greater Melbourne and one third from the rest of Victoria

However, there was a higher proportion in the 65+ year age group surveyed compared to previous years.

The majority, 85% of respondents were born in Australia.

- Of those born in another country 88% had lived in Australia for more than 9 years.

Table 1: Age group by year surveyed

Year	18-24	25-34	Age Group (years) 35-49	50-64	65+
2011/2012	9%	11%	35%	21%	24%
2012/2013	11%	16%	29%	21%	23%
2013/2014	9%	12%	33%	23%	23%
2014/2015	9%	12%	24%	23%	32%

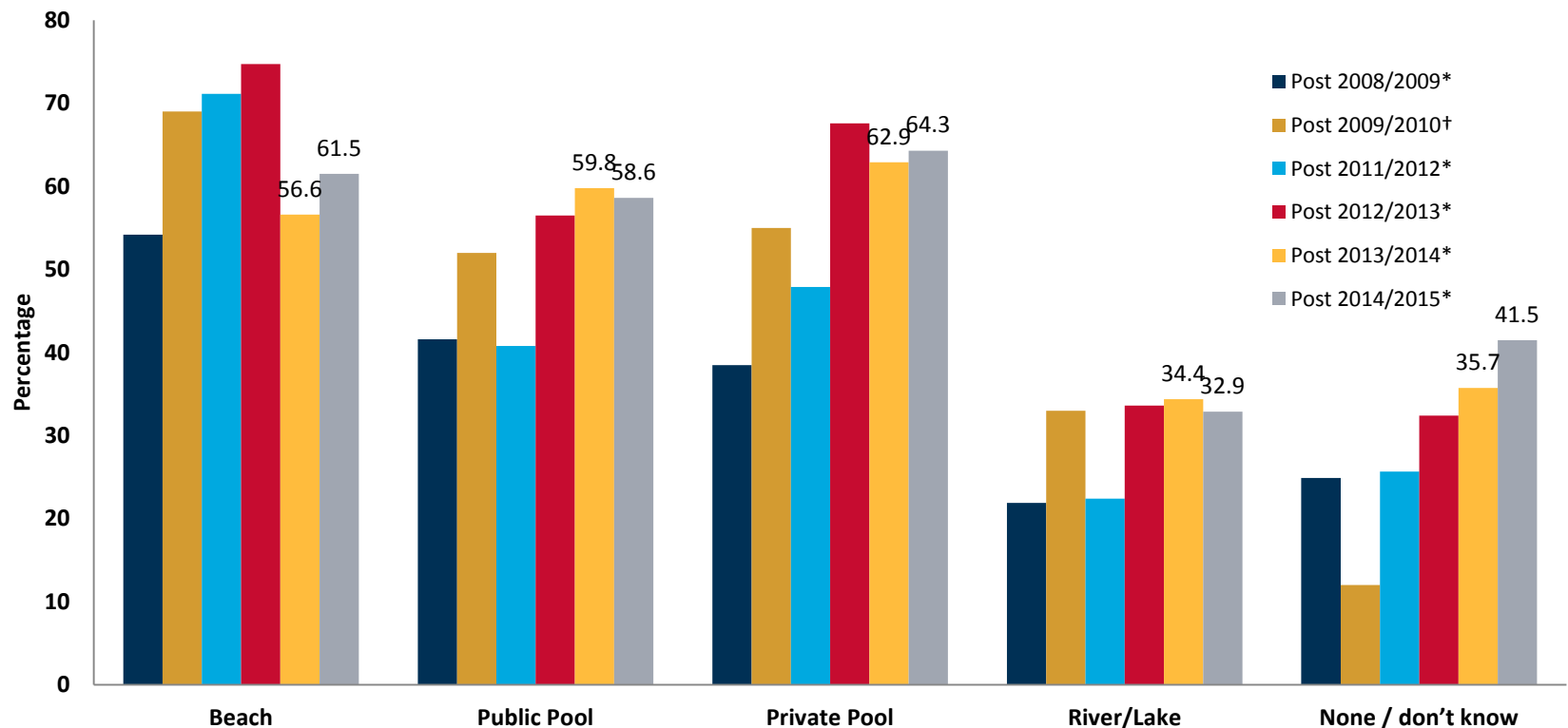
OVERALL FINDINGS



Patterns of aquatic recreation

- Aquatic recreation remains popular with two thirds (65.6%) of respondents, an estimated 3 million Victorians going swimming in the last 12 months.

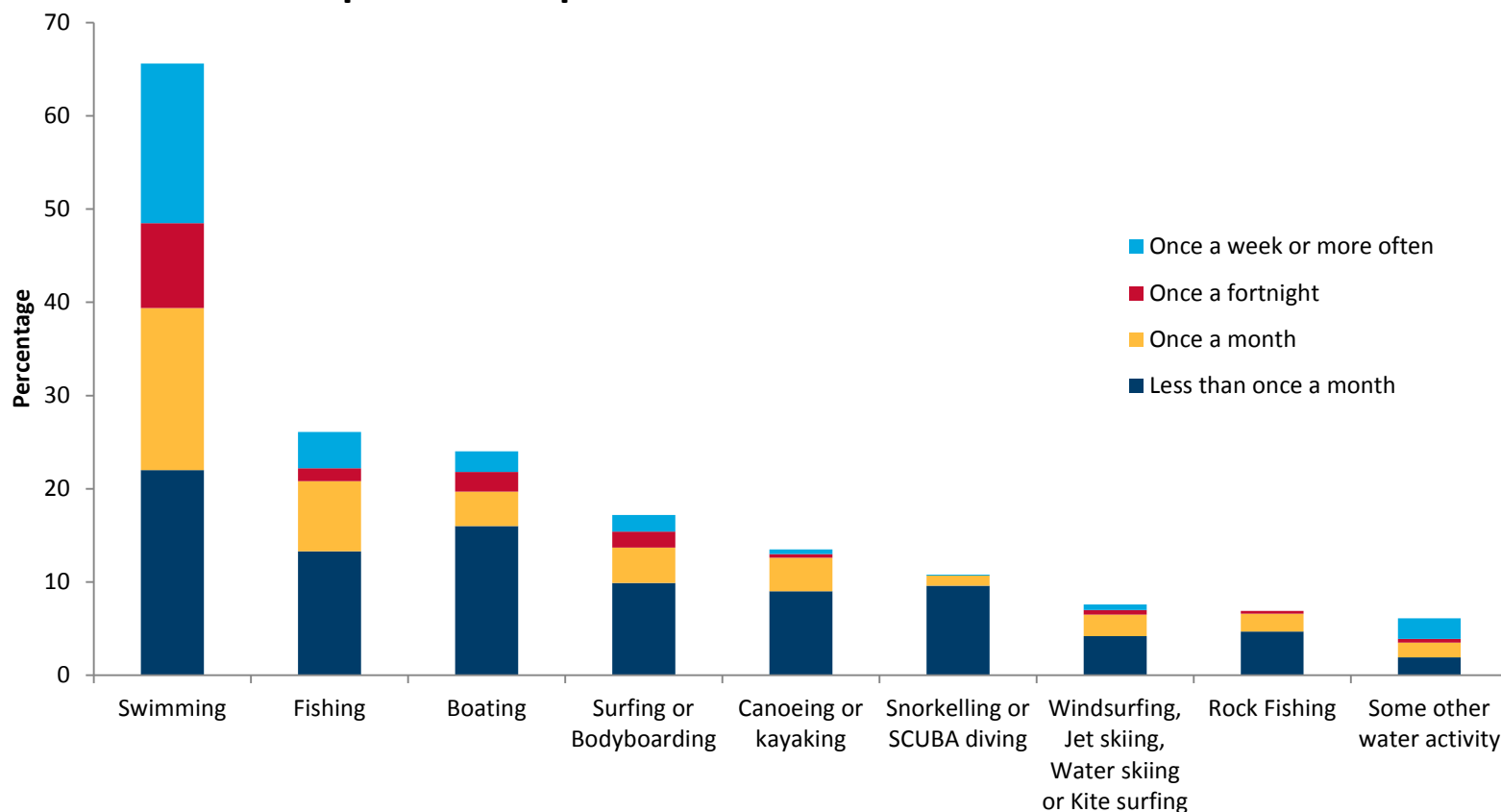
Where swam in the past 12 months



Patterns of aquatic recreation in the last 12 months

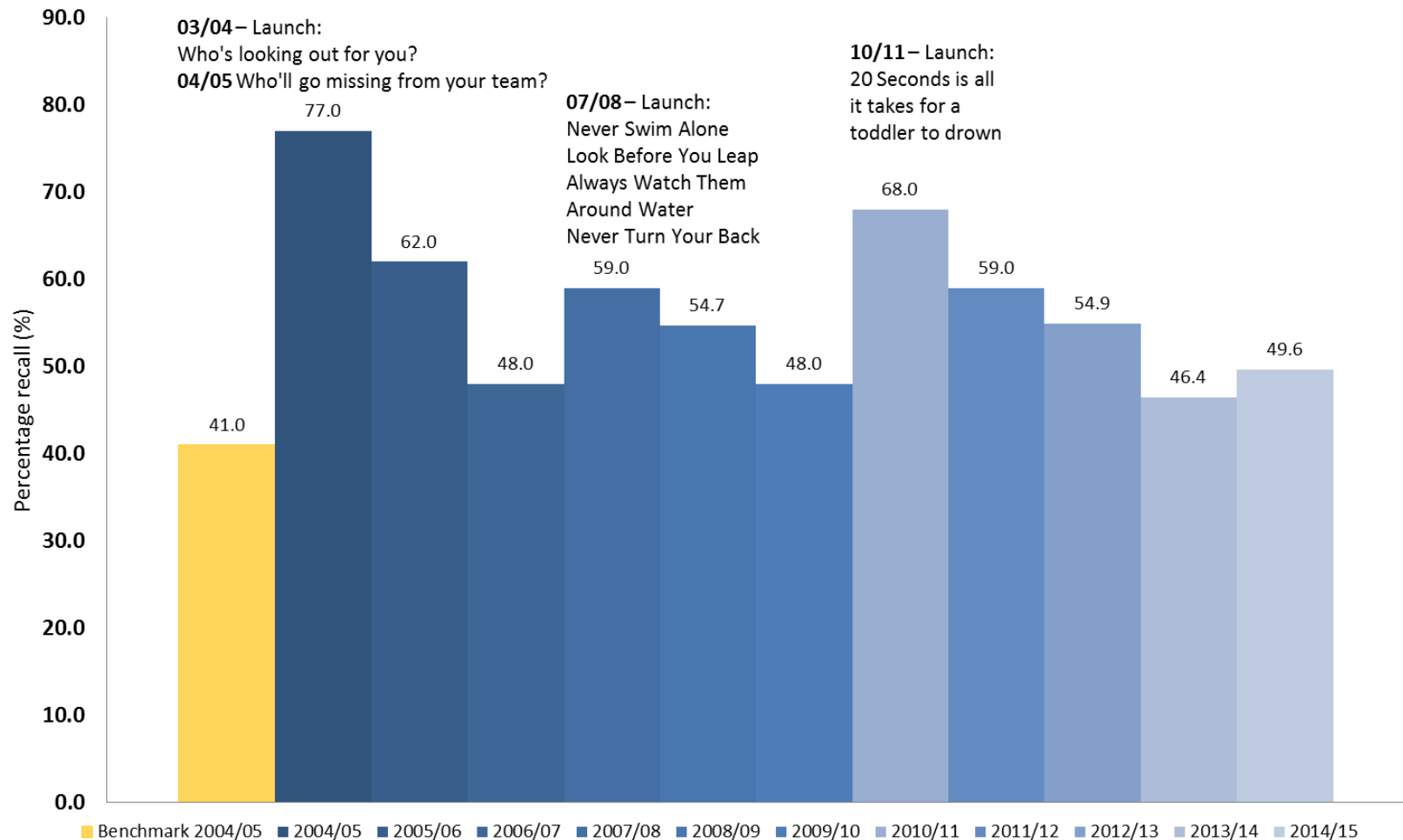
- Swimming had the highest level of participation followed by fishing boating and surfing/bodyboarding.
- More people were likely to participate in swimming on a regular basis (at least monthly), whereas participation in other aquatic activities was likely to be less than once a month.

Participation in aquatic activities in the last 12 months



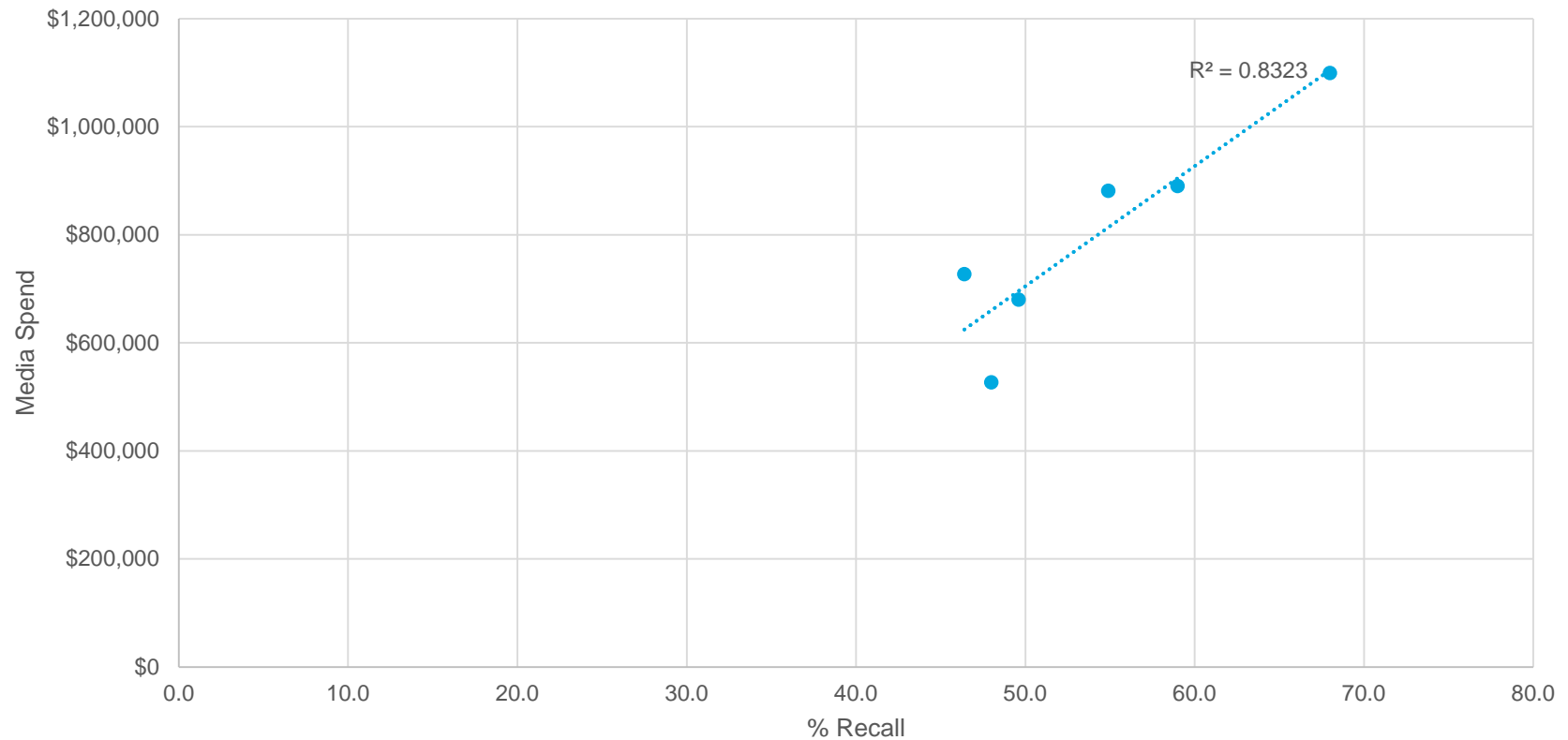
Recall of water safety advertising

- Recall of any water safety advertising was 49.6% post-campaign, while this appears slightly higher than at the same time last year (+3.2%) this is no different compared to pre-campaign testing in December 2014 (51.0%).
- Respondents with children (n=105) were more likely to recall any water safety advertising (56.4%)
- Those in regional Victoria were significantly more likely to have recalled any water safety advertising (66.0% regional vs 44.4% Melbourne).



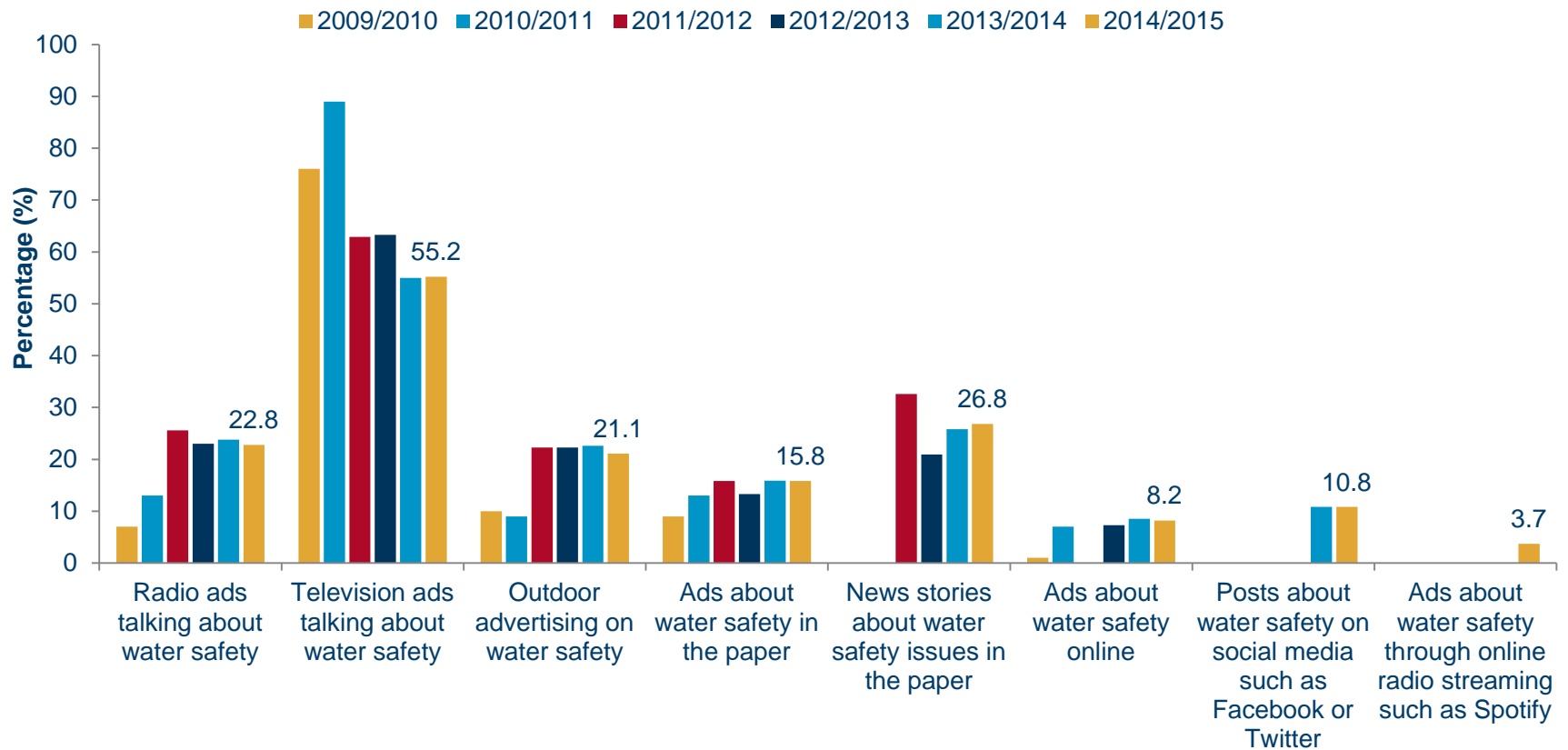
Media spend

- The annual media spend is strongly correlated to recall of water safety messaging.



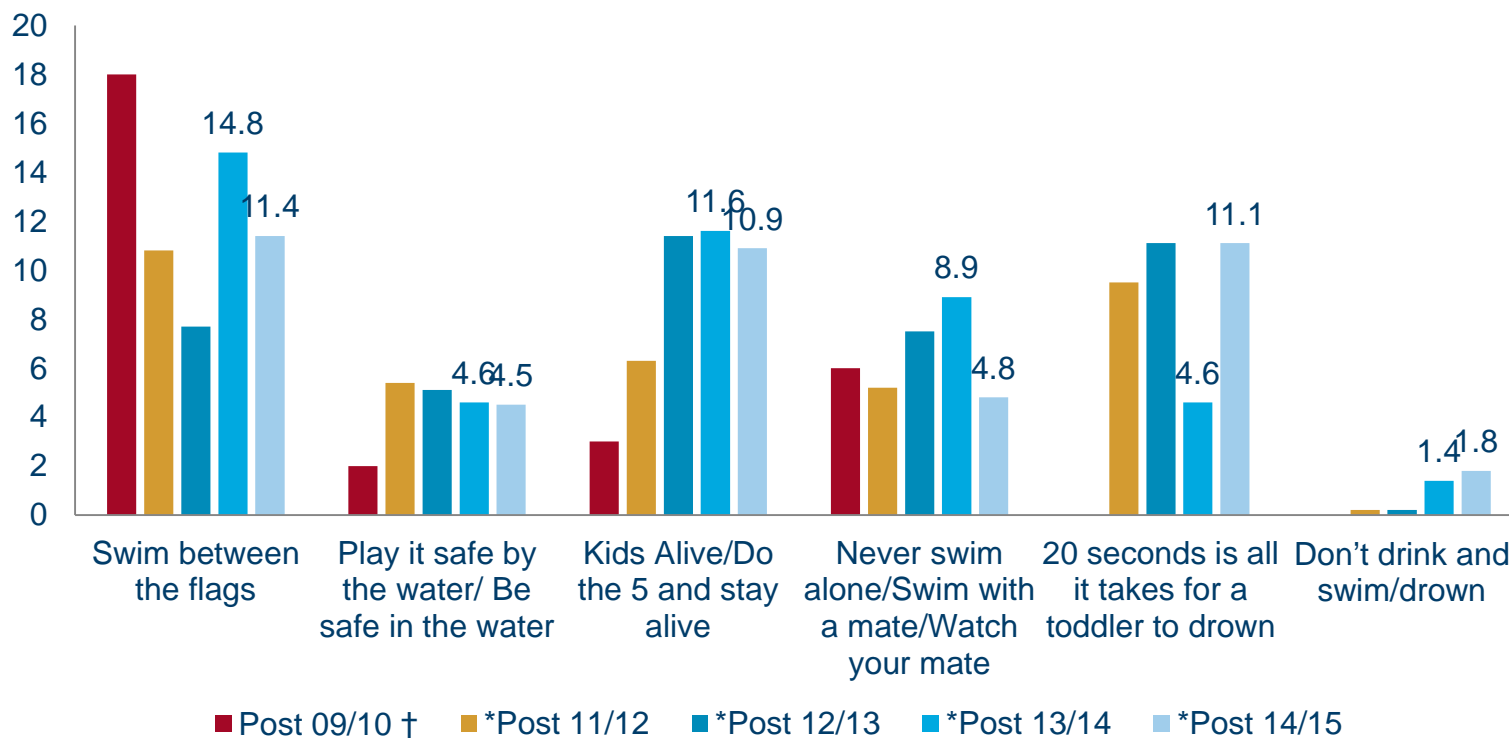
Source of awareness

- The majority of those that recalled any water safety advertising, saw ads on TV.
- There was no change in the source of awareness of advertising compared to last year.



Campaign slogans recalled – Unprompted

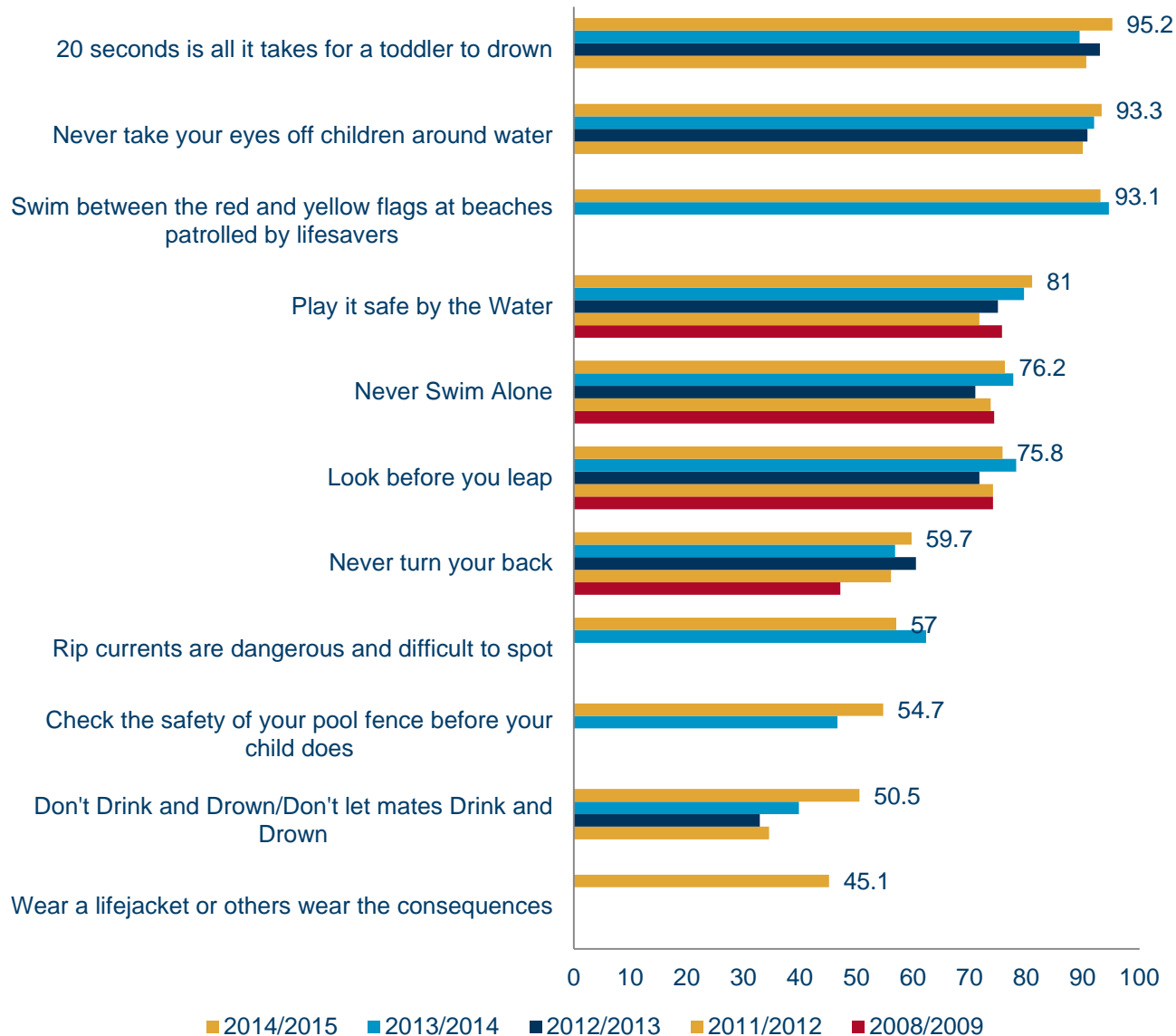
- The highest unprompted messages recalled were ‘swim between the flags’, ‘20 seconds is all it takes for a toddler to drown’ and ‘Kids Alive do the 5’.
- The ‘20 seconds is all it takes for a toddler to drown’ message recall increased by 6.5% this year. This is a return to the level of 2012/2013.



Main messages from advertising

- Child safety around water 67.8% an increase of 11.7% compared to 2013/2014 and back to the level reported in 2012/2013 (68.4%).
 - 33.4% Look out for children/ don't take eyes off children around water
 - 17.7% Don't leave children/toddlers unsupervised/ alone around water
 - 15.6% It only takes 20 seconds for children to drown/ children can drown quickly/ silently (5.4% in 2013/2014; 16.9% in 2012/2013).
 - 14.1% Encourage children to learn swimming (early/ at a young age)
- Pool safety 13.6%, a decrease of 14.7% compared to 2013/2014.
- Don't swim alone/Keep eye out for others 8.9%, a decrease of 7.3% compared to 2013/2014.
- Beach safety 11.5%, a decrease of 5% compared to 2013/2014.

Slogan recall – Prompted

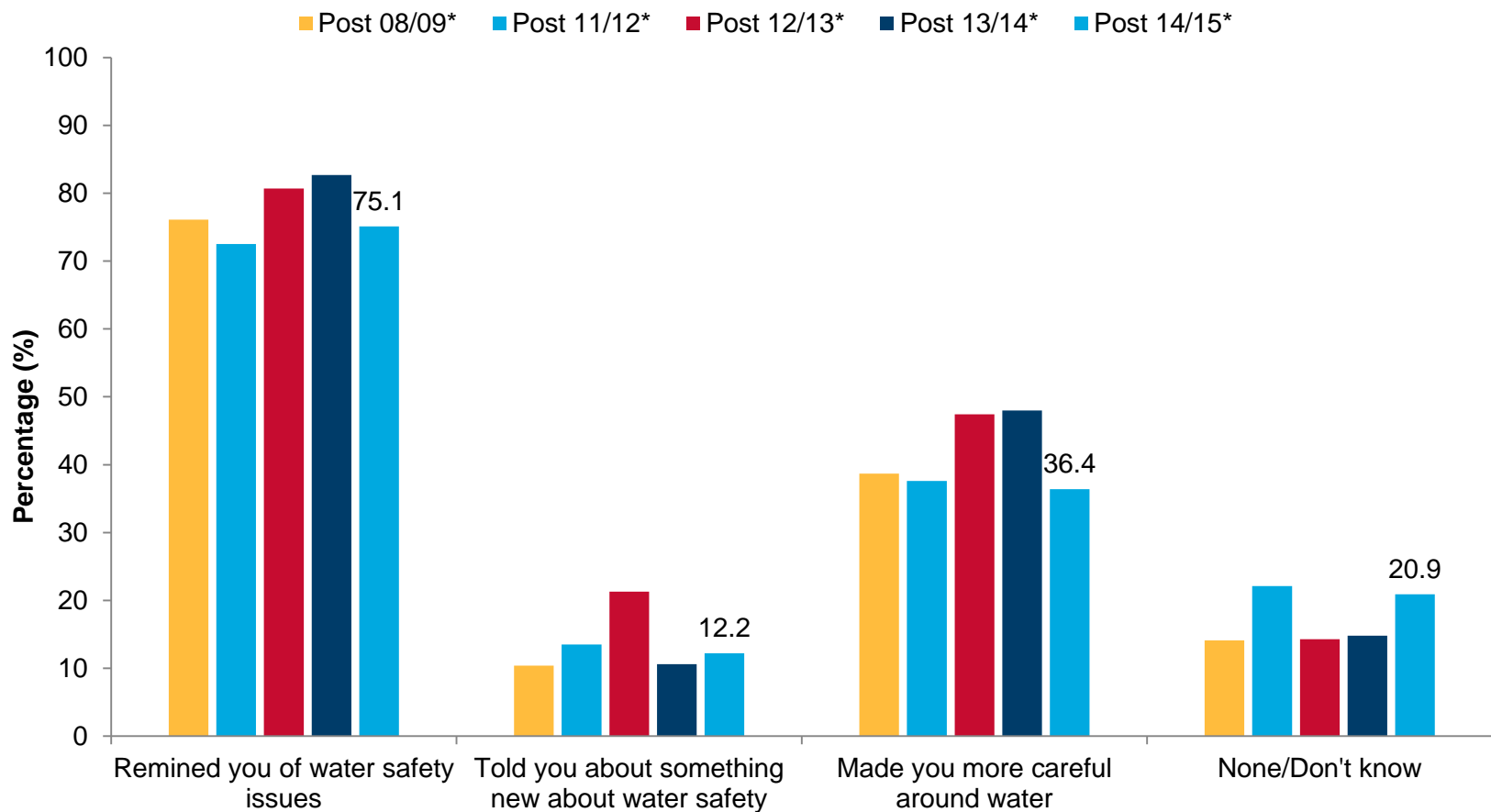


- '20 seconds is all it takes for a toddler to drown', was the highest prompted recalled message, increasing by 5.8% compared with last year and also reported the highest prompted recall since the start of the campaign.
- This campaign message was recalled by almost all respondents with children (99.6%).
- 'Check the safety of your pool fence...' was recalled by 54.7% of respondents, an 8.1% increase compared to last year.
- 'Don't let your mates drink and drown,' was recalled by 50.5% of respondents. This is an increase of 6.5% compared with the benchmark measure in December 2014. While there was no difference in recall between males and females the message recall was highest in the 18-24 year age group (59.1%).*

*These results should be viewed with caution as this survey is a broad survey of the general population and as such only a small sample size of the target market were surveyed.

Impact of advertising

- As in previous years, the majority of respondents who recalled any water safety advertising were reminded of water safety issues (a decrease of 7.6% compared to 2013/2014).
- Over a third of respondents (36.4%) also said that the advertising made them more careful around water (a decrease of 11.6% compared to 2013/2014).
- 12.2% of respondents thought the advertising told them something new about water safety (no change from 2013/2014).



BEHAVIOUR CHANGE



Behaviour change



- Of those who reported the advertising made them more careful around water:
 - 31.0% keep watch on children in the water/ don't leave children unsupervised (a 3.6% increase compared to 2013/2014 and similar to 2011/2012 which was 34.1%).
 - 27.6% remember to be extra cautious/look around when I swim/be aware/alert of surroundings (a 5.3% increase compared to 2013/2014; a further increase compared to previous years).
 - 1.9% make sure the surrounding is safe for children (a continued decrease compared to previous years, the highest being 11.7% in 2012/2013).
 - 0.6% ensure/have added fencing around the pool/ the height of the fencing (a decrease compared to 4.3% in 2013/2014, 7.6% in 2012/2013 and 8.4% in 2011/2012).

Behaviour change – Parents/carers of toddlers

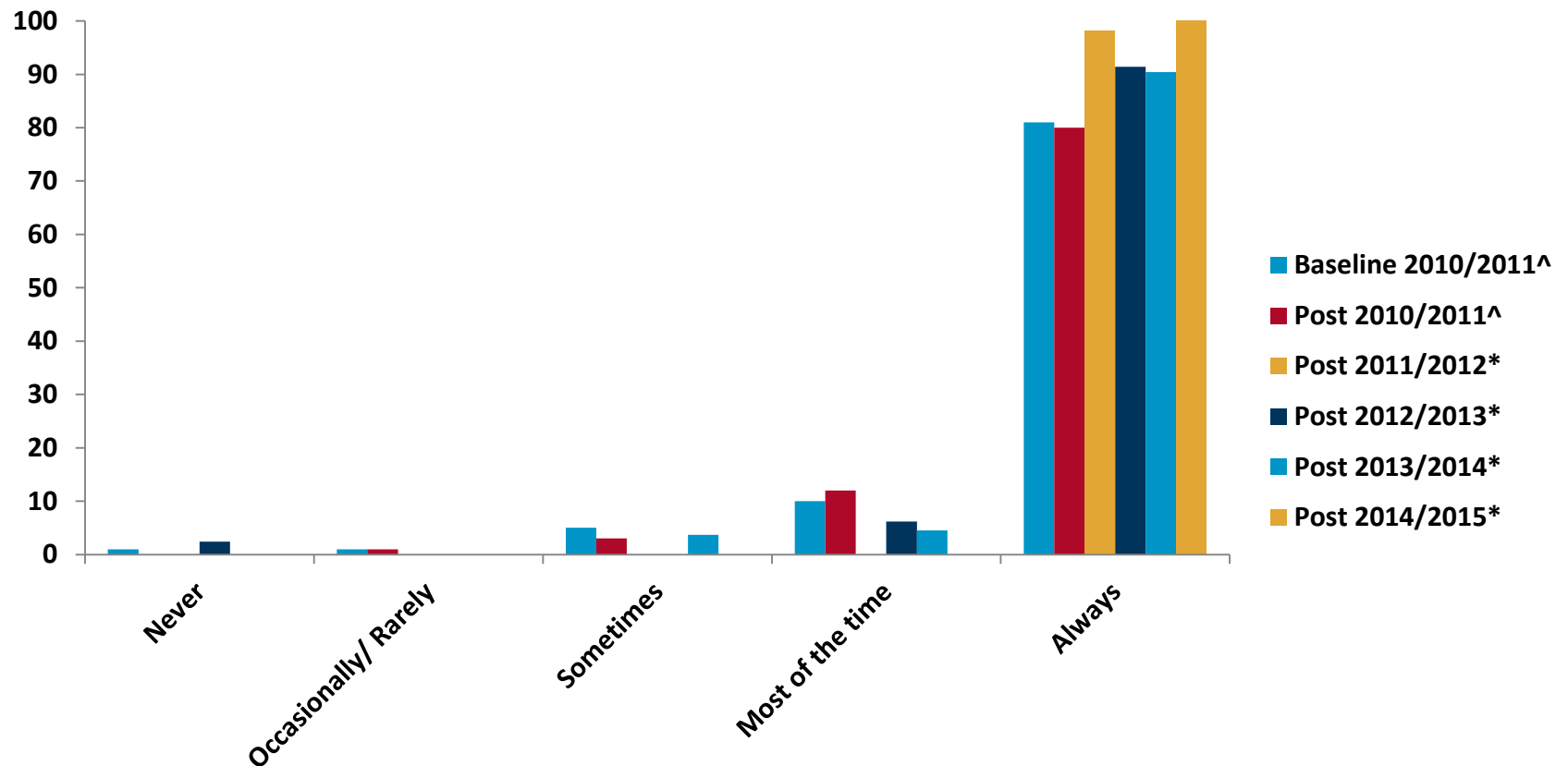


- 32 respondents had one or more children aged 0 to 4 years.
- As the results are based on a small sample size they should be read with caution.
- Parent/carer behaviours relating to supervision of children aged 0-4 years, improved from 2013/2014 levels.
- Most reported behaviours were back to the levels post the first wave of the campaign.

Behaviour change – Parents/carers of toddlers

- 100% of parents/carers said they 'always' watch toddlers when they're around water, a 10% increase from 2013/2014.

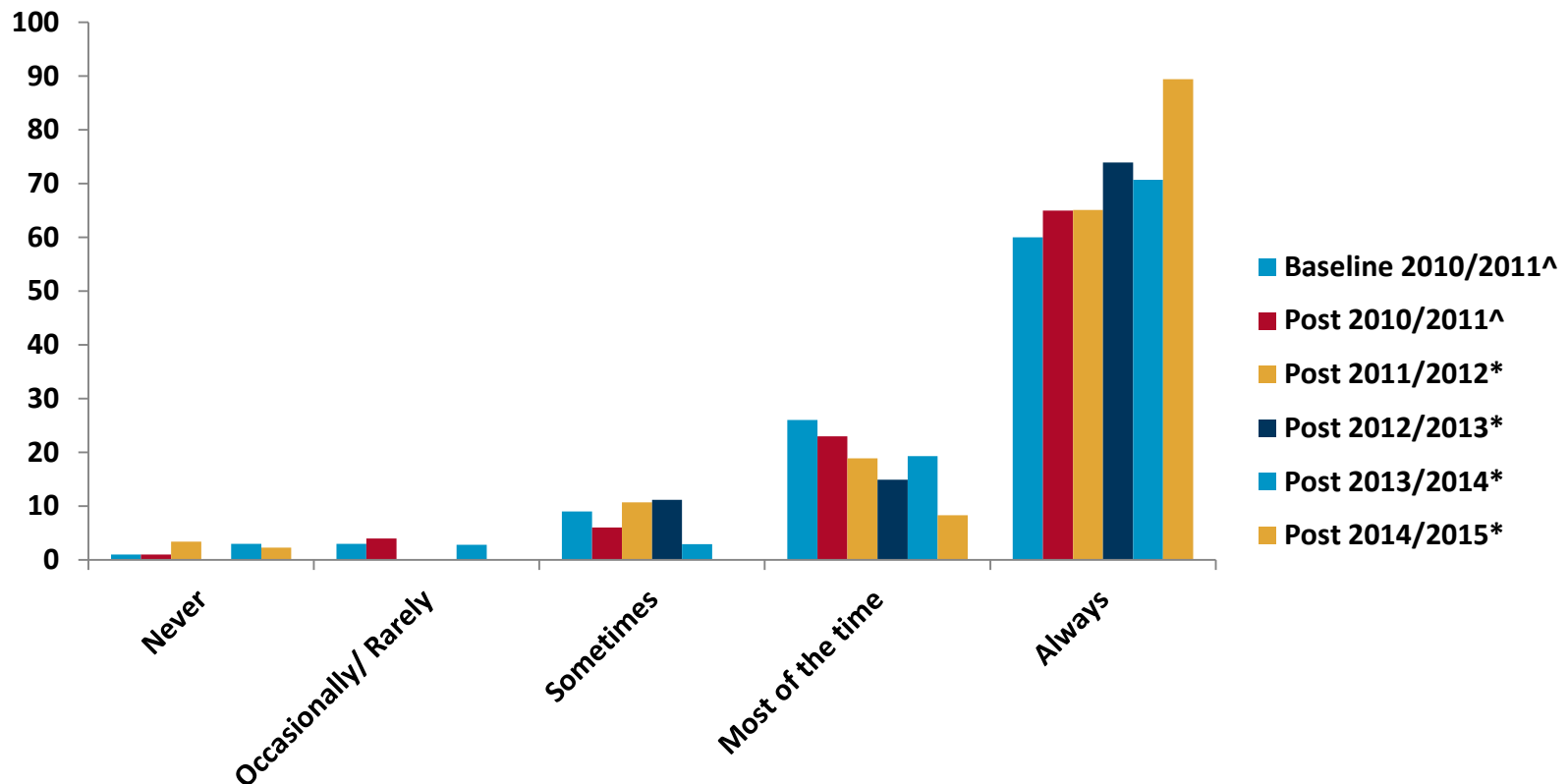
I constantly watch toddlers when they're around water



Behaviour change – Parents/carers of toddlers

- 89% of parents/carers said they are 'always' within arm's reach of toddlers around water, an 18% increase from 2013/2014.

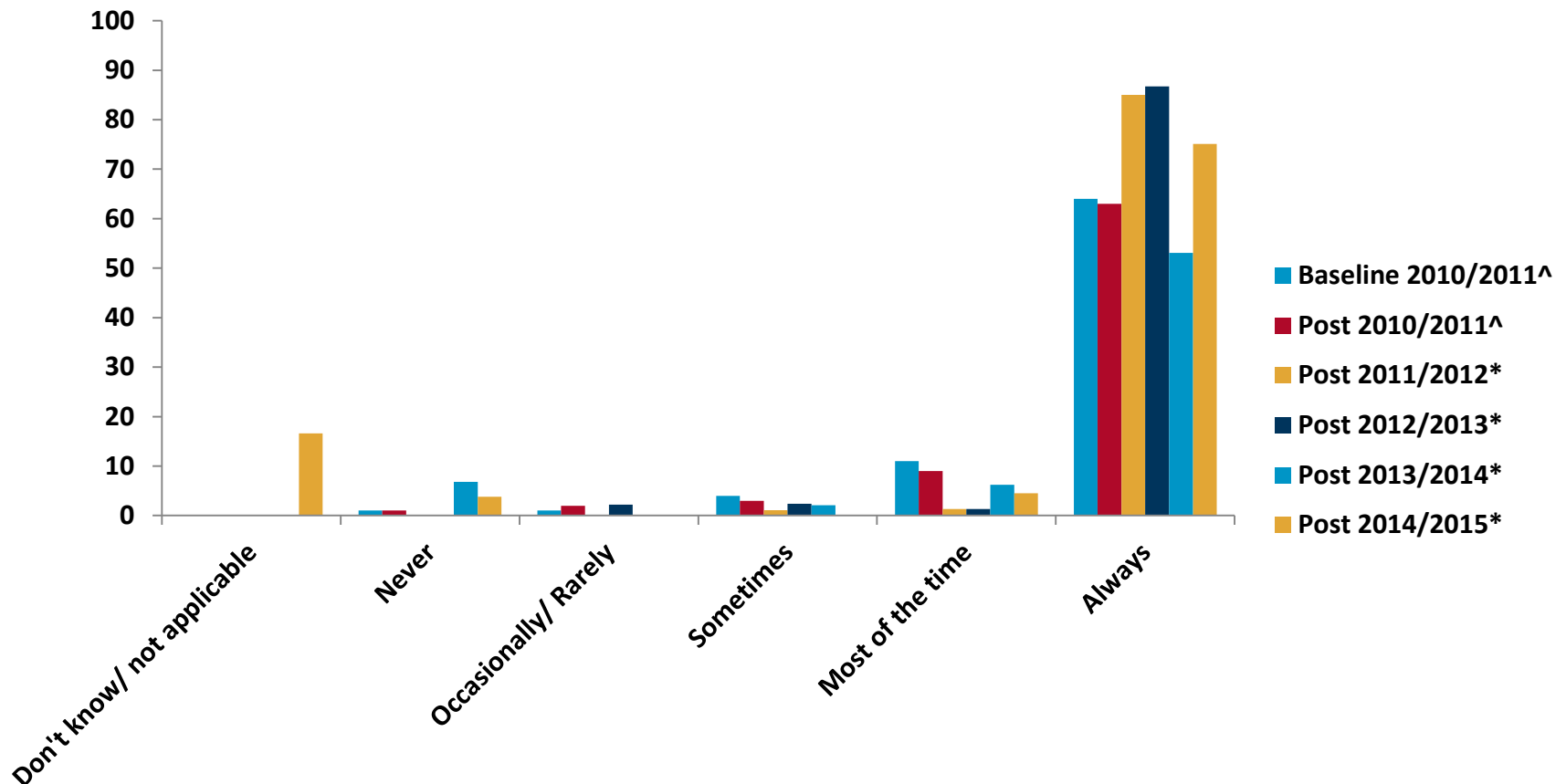
I am within arm's reach of toddlers around water



Behaviour change – Parents/carers of toddlers

- The majority (75%) of parents/carers said that they ‘always’ check that doors, fences and gates are securely closed, a 22% increase in those that always do this compared to 2013/2014.

I check that doors, fences and gates are securely closed

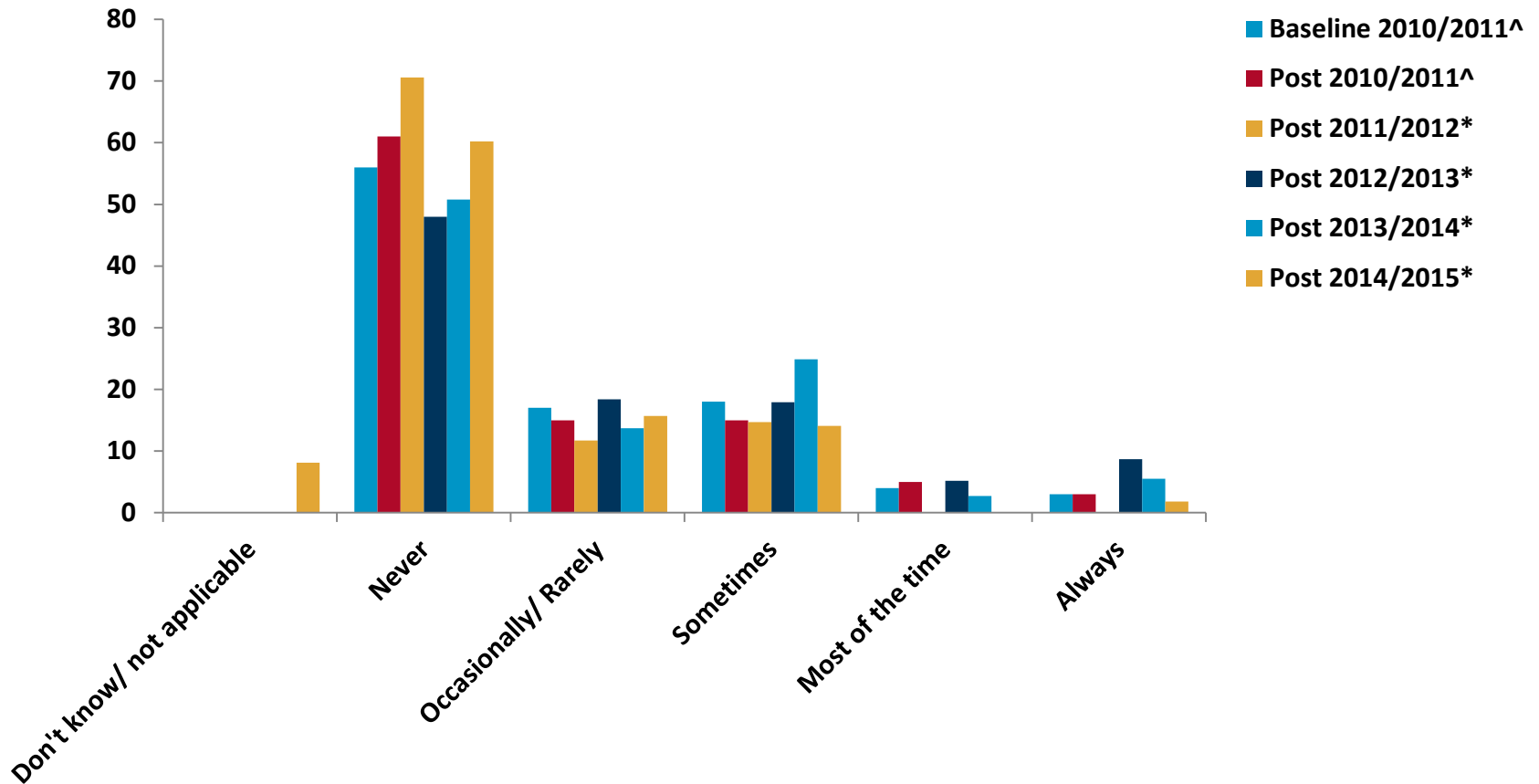


Behaviour change – Parents/carers of toddlers



- 60% of parents/carers said they ‘never’ duck out for a moment during bath time, a 9% increase from 2013/2014.

I duck out for a moment during bath time

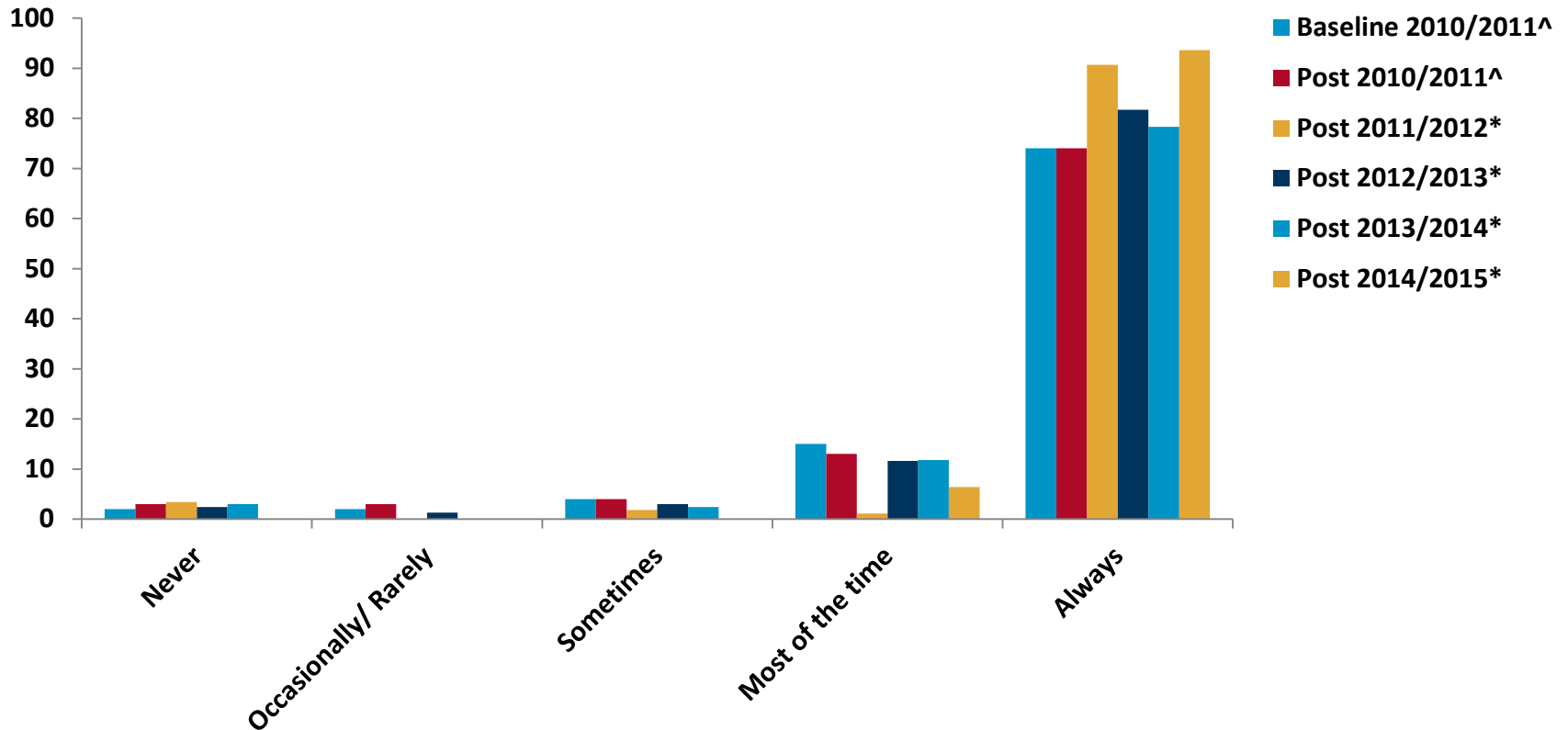


Behaviour change – Parents/carers of toddlers



- 94% said they 'always' empty the bath water right away after use, a 16% increase from 2013/2014.

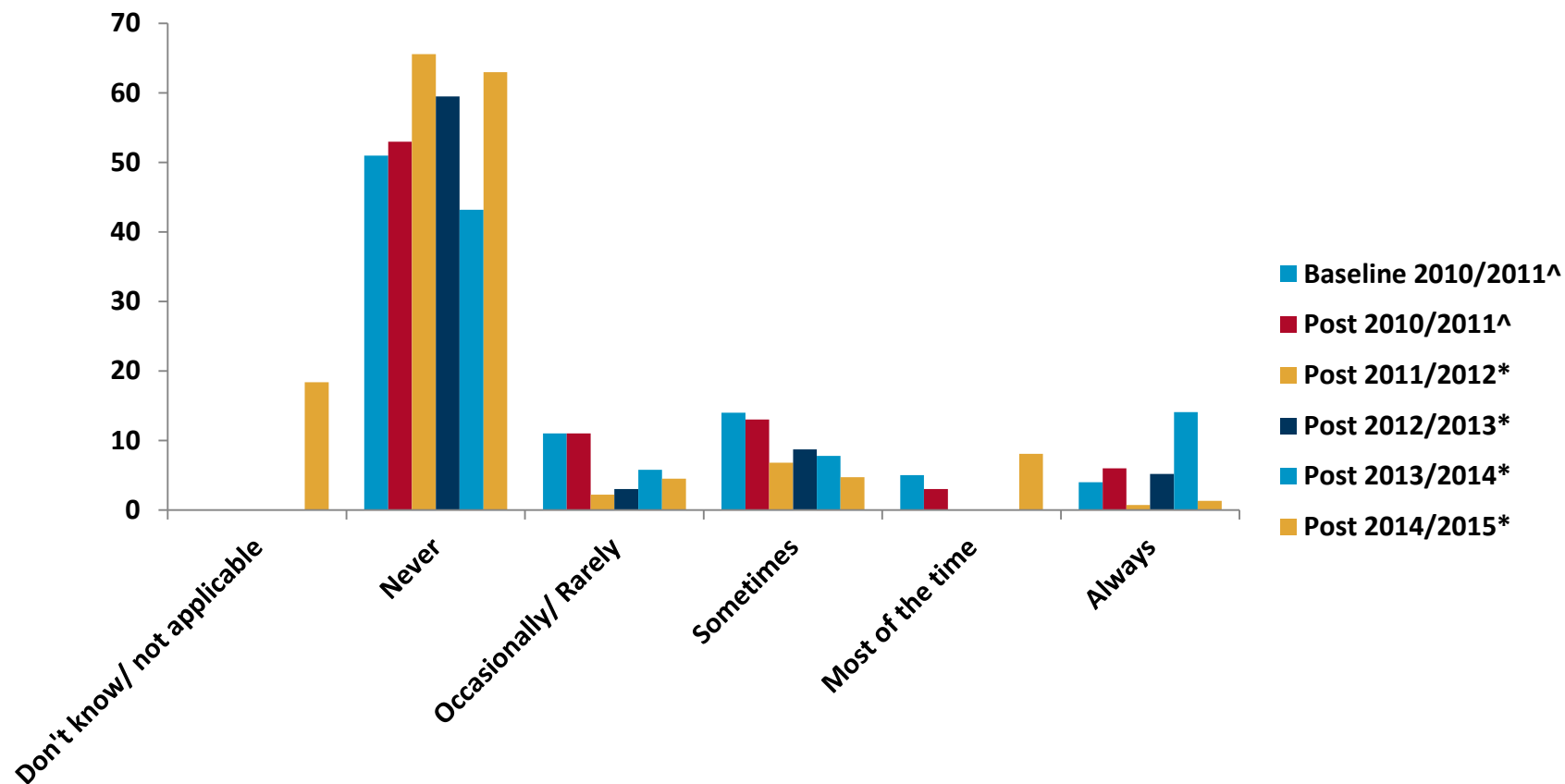
I empty the bath water right away



Behaviour change – Parents/carers of toddlers

- 63% of respondents 'never' ask older siblings to watch toddlers around water for them, a 20% increase from 2013/2014.

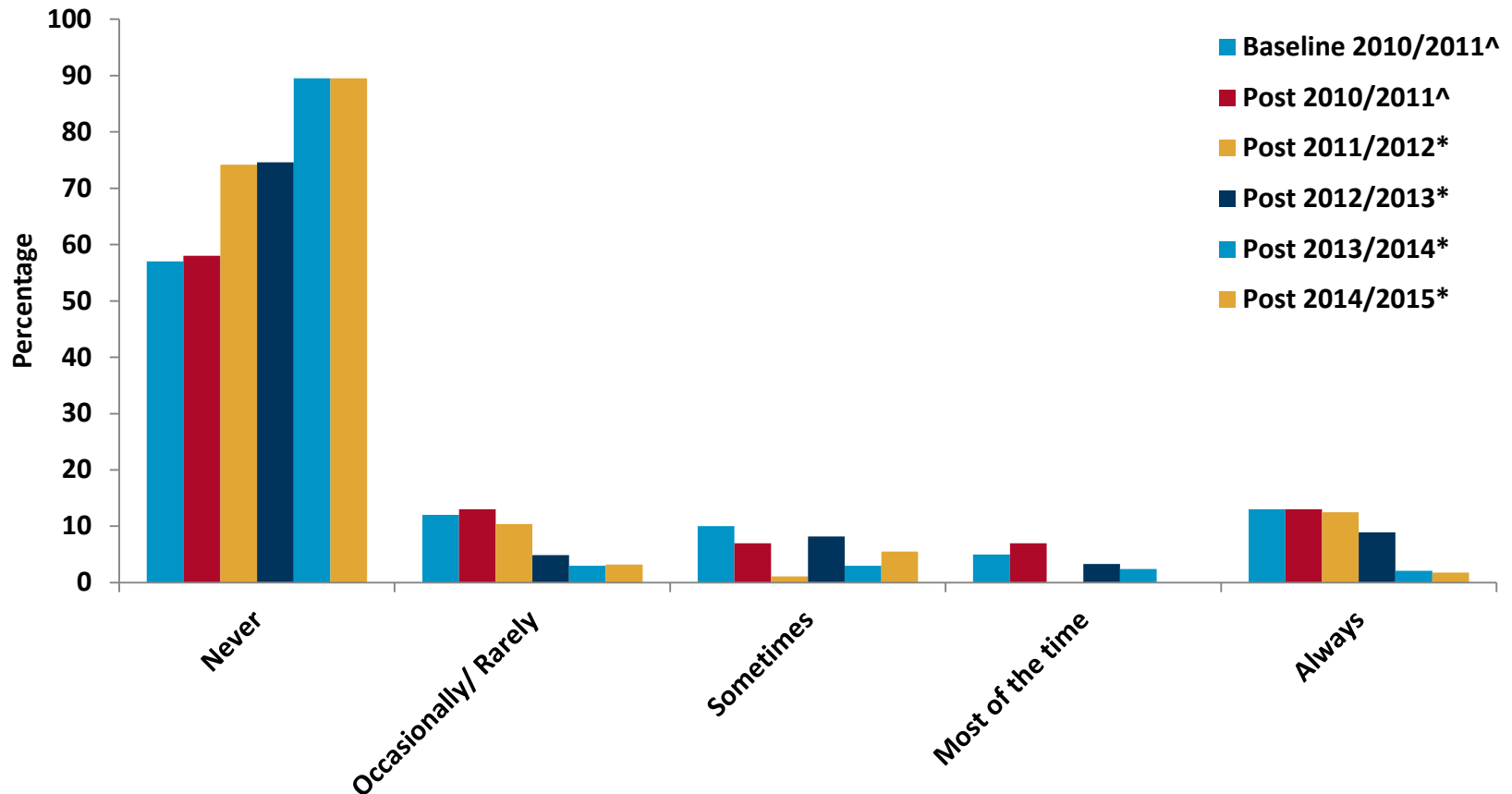
I ask older siblings to watch toddlers around water for me



Behaviour change – Parents/carers of toddlers

- 90% of parents/carers said they never rely on their hearing to ensure children are safe around water, which is unchanged from 2013/14.

I rely on my hearing to ensure they are safe



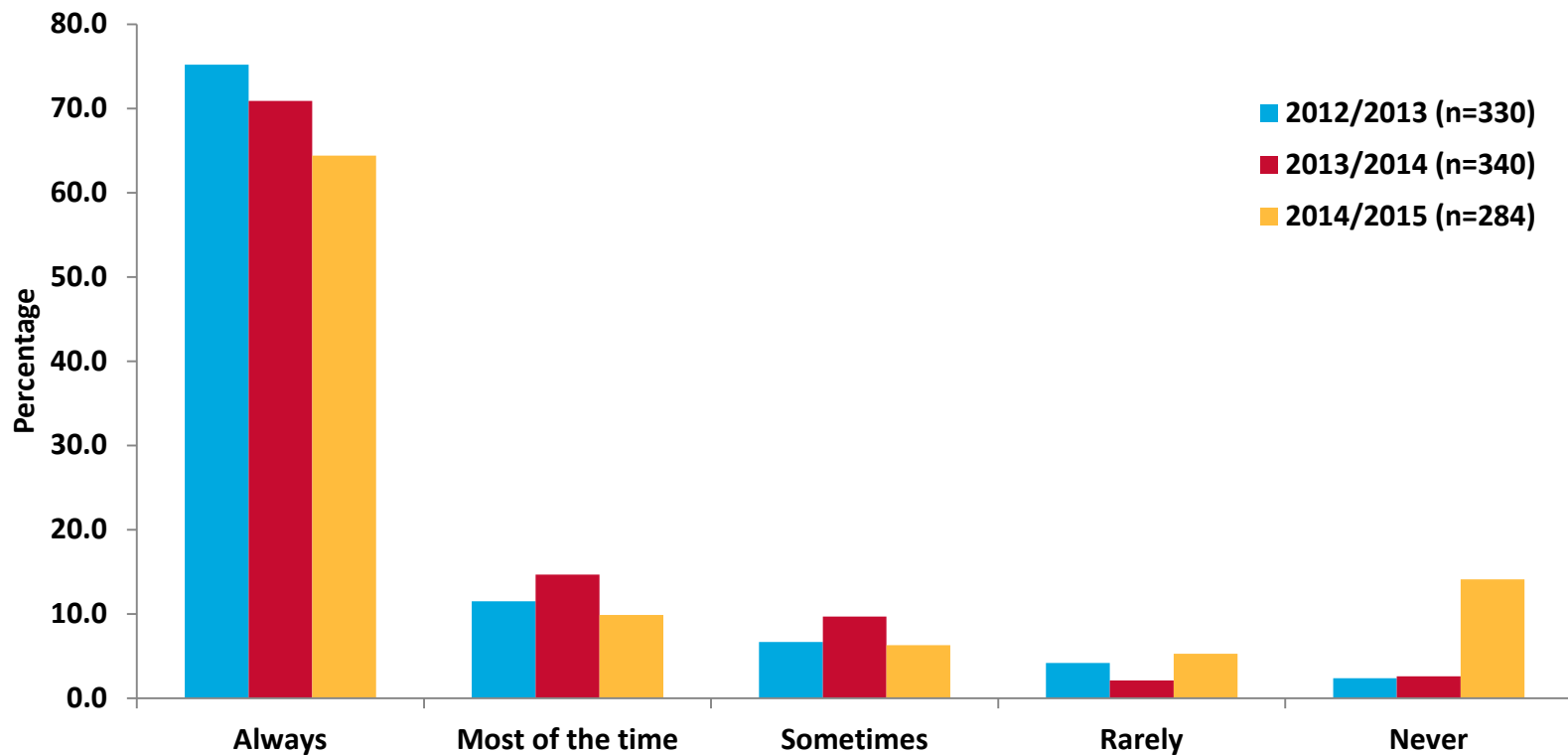
AQUATIC BEHAVIOURAL PATTERNS

Beach behaviour patterns



- The majority of respondents reported that they always or mostly swim between the flags at a patrolled beaches. However, there was an 11% decrease in those reporting that they 'always' swim between the flags at a patrolled beach compared to 2012/2013.

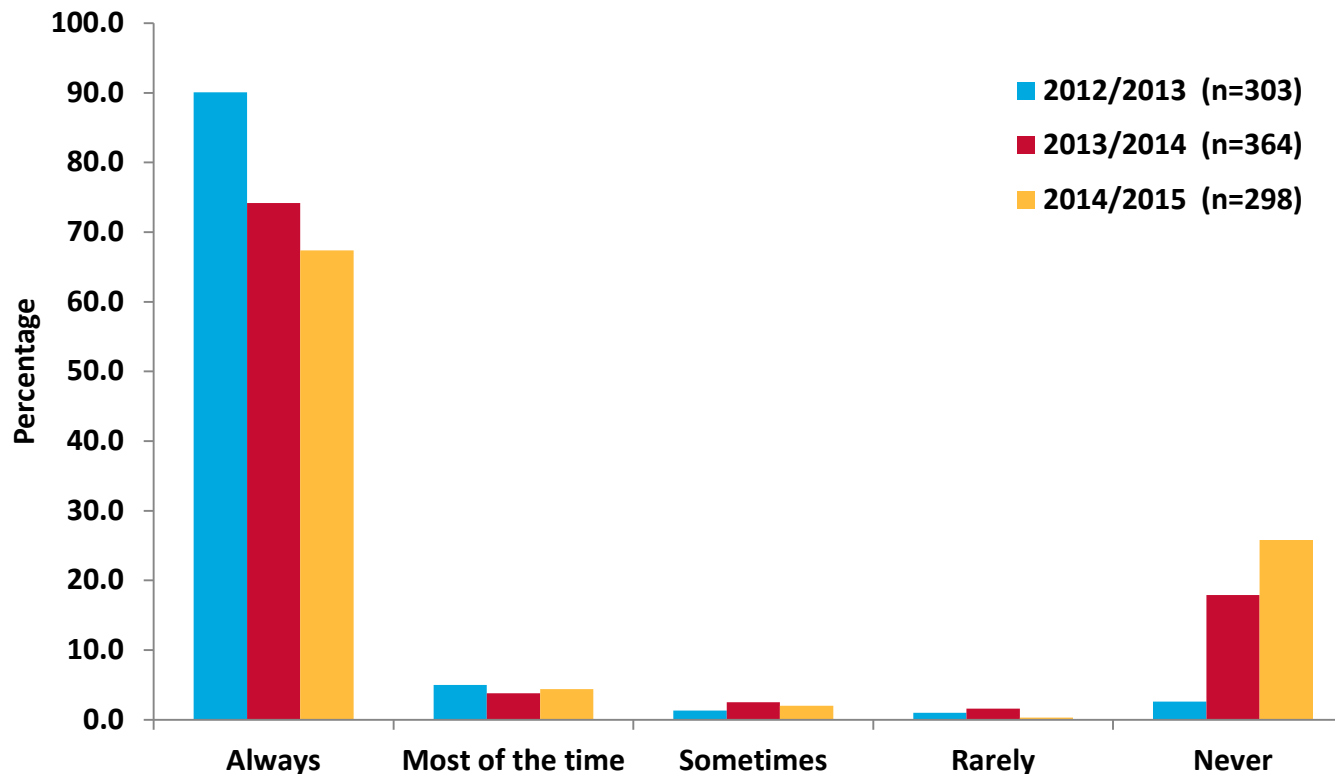
Swim between the flags at a patrolled beach



Beach behaviour patterns

- The majority of respondents reported that they always ensure children they are supervising swim between the flags at a patrolled beach. However, there was a 23% decrease in those reporting that they 'always' ensure children under their supervision swim between the flags at a patrolled beach compared to 2012/2013. Subsequently there was a 23% increase in those that reported they 'never' ensure children under their supervision swim between the flags at a patrolled beach compared to 2012/2013.

Ensure any children you are supervising swim between the flags at a patrolled beach



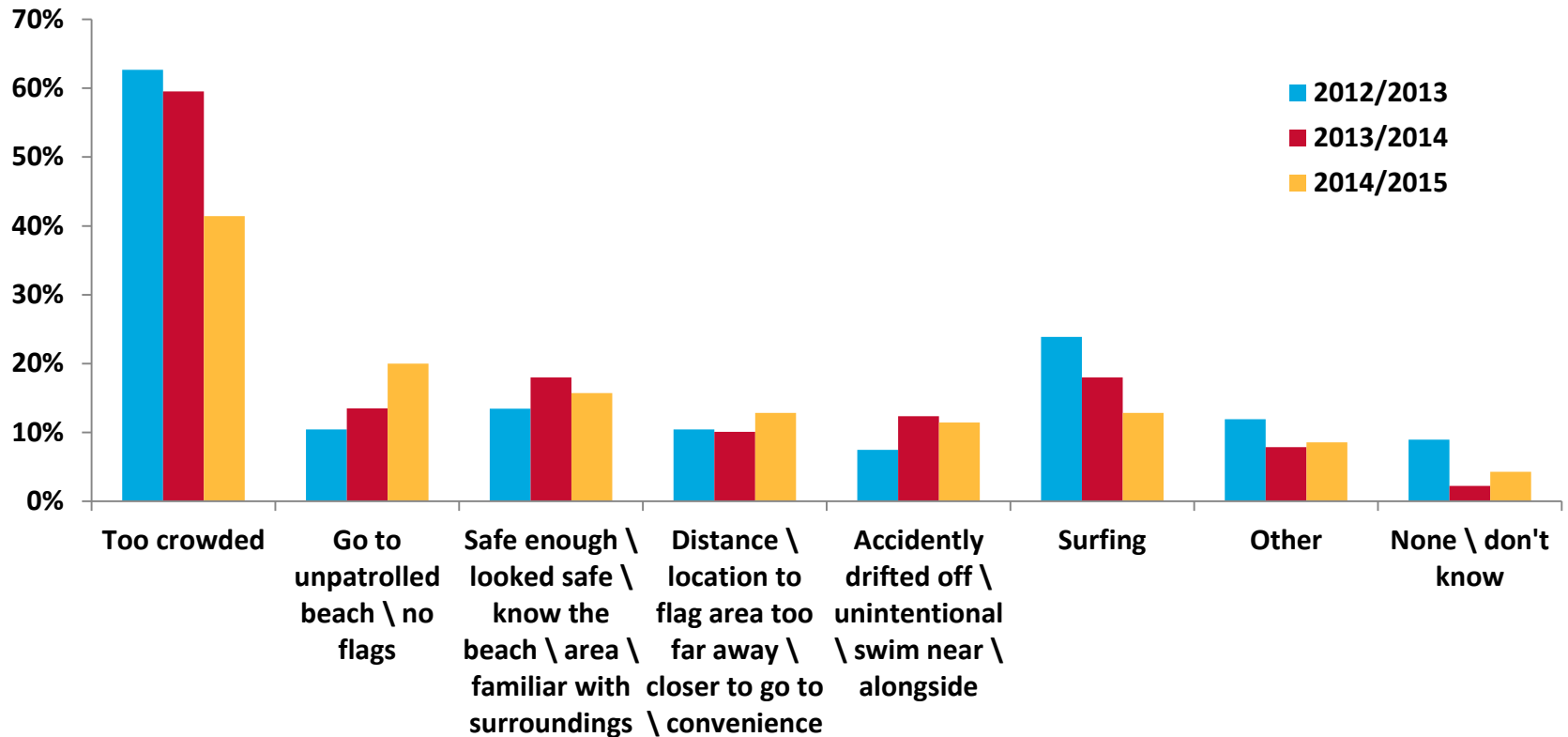
Beach behaviour patterns



Reasons for not swimming between the flags at patrolled beaches

1. Overcrowded
2. Go to unpatrolled beach
3. Consider it safe

Reasons not swim between the flags at a patrolled beach



Aquatic behaviour patterns

Alcohol consumption

- The majority (72%) of respondents who go swimming (181/252) reported that they never swim after drinking alcohol.
- Two thirds never swim after 6 or 7 drinks and half never swim after 2 or 3 drinks. Approximately 29% have never been faced with that situation.

Lifejacket wear

- Most (58%) of those that went boating (57/100) in the last 12 months reported that they always wear a life jacket, a further 11% (11/100) said that they wear a lifejacket most of the time.
- Only 14% of respondents that went rock fishing (3/22) in the last 12 months reported that they always wear a life jacket. However the majority (77%) always tell someone where they are going and never do it on their own (55%).

Conclusions

- Recall of any water safety advertising remained unchanged this year with only half of respondents recalling any water safety advertising (49.6%).
- The annual media buy is highly correlated ($r=0.91$) to recall of water safety messaging.
- ↑ Unprompted recall of '20 seconds is all it takes for a toddler to drown' increased by 6.5% this year. And the prompted '20 seconds campaign' messaging also increased by 5.8% to 95.2%.
- ↑ Parent/carer behaviours relating to supervision of children aged 0-4 years, improved from 2013/2014 levels.
- ✓ These results indicate the success of the refresh of the '20 seconds' campaign.
- ✓ The new 'Don't let your mates drink and drown' campaign had positive prompted recall of 50.5% an increase of 6.5% compared to the benchmark level in December 2014. Message recall was higher in the 18-24 year age group (59.1%). These results should be viewed with caution as this survey is a broad survey of the general population and as such only a small sample size of the target market were surveyed.
- ✗ There was a decrease in positive safety behaviours.
 - ↓ 11% decrease in those that always swim between the flags at a patrolled beach compared to 2012/2013.
 - ↓ 23% decrease in those that always ensure children under their supervision swim between the flags at a patrolled beach compared to 2012/2013.

LIFE SAVING VICTORIA

AQUATIC RISK & RESEARCH DEPARTMENT

Dr Bernadette Matthews
Principal Research Associate
Bernadette.Matthews@lsv.com.au