

# PLAY IT SAFE BY THE WATER

## Campaign Tracking Report 2015/2016

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Surveys conducted by:

**I-view**

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## 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 :
  - a) Adults across Victoria
  - b) A subset of parents/carers of children across Victoria
  - c) A subset of adult males aged 18-39 years
2. Measure the impact of the campaign on:
  - a) Adults across Victoria
  - b) A subset of parents/carers of children across Victoria
  - c) A subset of adult males aged 18-39 years
3. Measure self-reported behaviours in different aquatic environments and situations of:
  - a) Adults across Victoria
  - b) A subset of parents/carers of children across Victoria
  - c) A subset of adult males aged 18-39 years
4. Compare levels of awareness, impact and behaviours across previous years of the Campaign in:
  - a) Adults across Victoria
  - b) A subset of parents/carers of children across Victoria
  - c) A subset of adult males aged 18-39 years across Victoria
5. Assess awareness and impact of water safety messages from attendance at aquatic programs

## Methodology

### Sample

- Conducted in Victoria among 400 respondents aged 18 years and over.
- Respondents selected via a random sample process which included:
  - Quotas placed on location, sex and age according to population distribution and demographics.
    - Metro/Regional
    - Male/Female
    - Age groups: 18-24; 25-34;35-49; 50-64; 65+ years

### Interviewing

- Conducted by telephone between 19 May and 22 May 2016 by ISO 20252 trained interviewers.
- 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 2016 and compares these results, where appropriate, with those from similar studies conducted from 2005-2015.
- Legend notations throughout the report indicate the research company that conducted the surveys –  
\*Newspoll; †Sweeney; ^IPSOS / I-view

## Sample profile

The sample demographic profile was similar to previous studies:

- 400 respondents with 55% female.
- However 75% of respondents were from Greater Melbourne compared to 60% in previous years.
- 154 parents/carers (105 in 2014/15)\*.
- 60 males aged 18-39 years (57 in 2014/15)\*.

\* Note caution must be taken interpreting results with relatively low sample sizes.

The majority, 77% of respondents were born in Australia.

- This is a decrease by 8% compared to 2014/15 and is a more accurate reflection of cultural diversity in the state compared with samples in previous years.
- Of those born in another country 92% had lived in Australia for more than 9 years.

**Table 1: Age group by year surveyed**

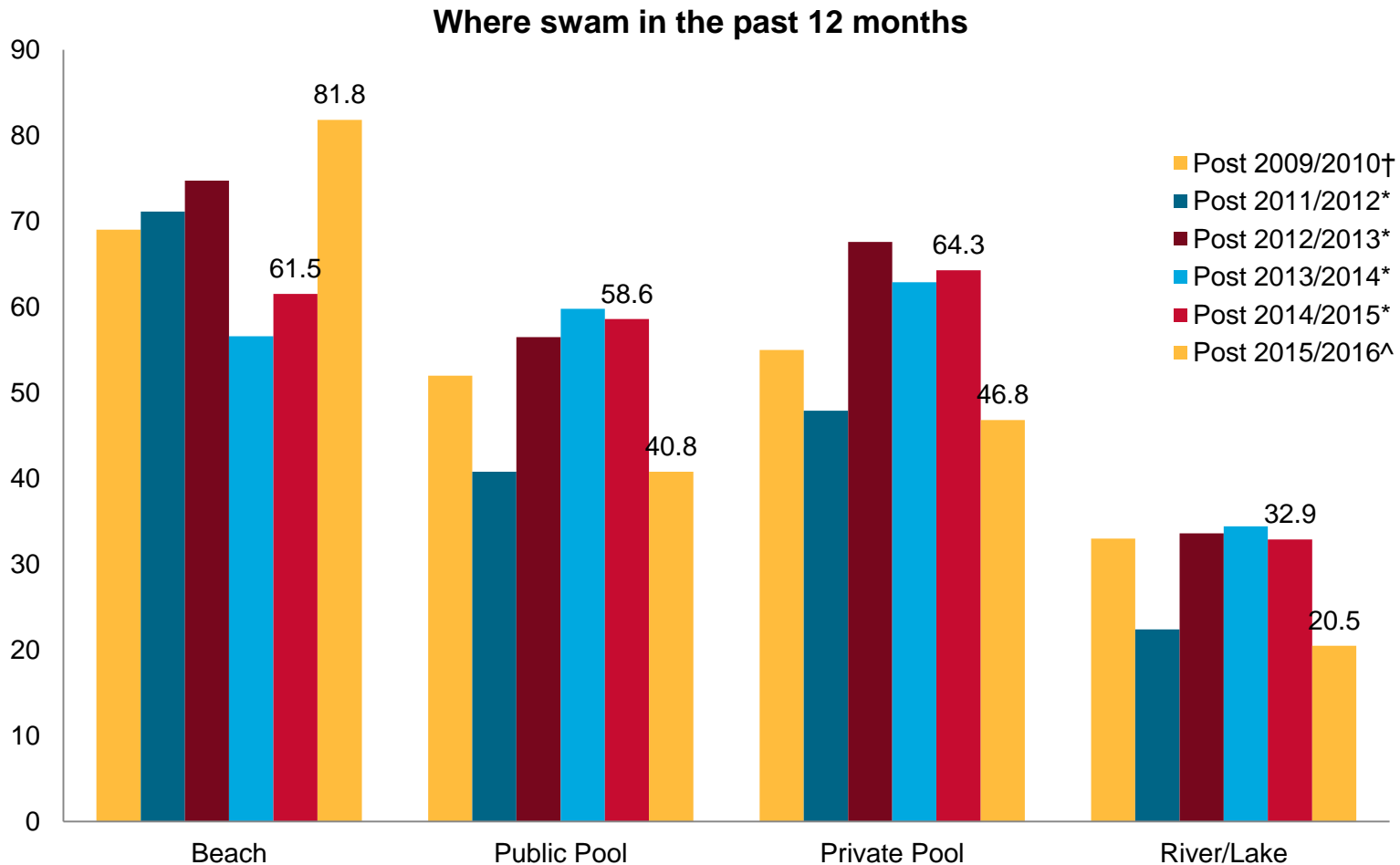
Year	18-24	25-34	Age Group (years) 35-49	50-64	65+
2011/12	9%	11%	35%	21%	24%
2012/13	11%	16%	29%	21%	23%
2013/14	9%	12%	33%	23%	23%
2014/15	9%	12%	24%	23%	32%
2015/16	10%	15%	22%	30%	23%

## AQUATIC BEHAVIOURAL PATTERNS



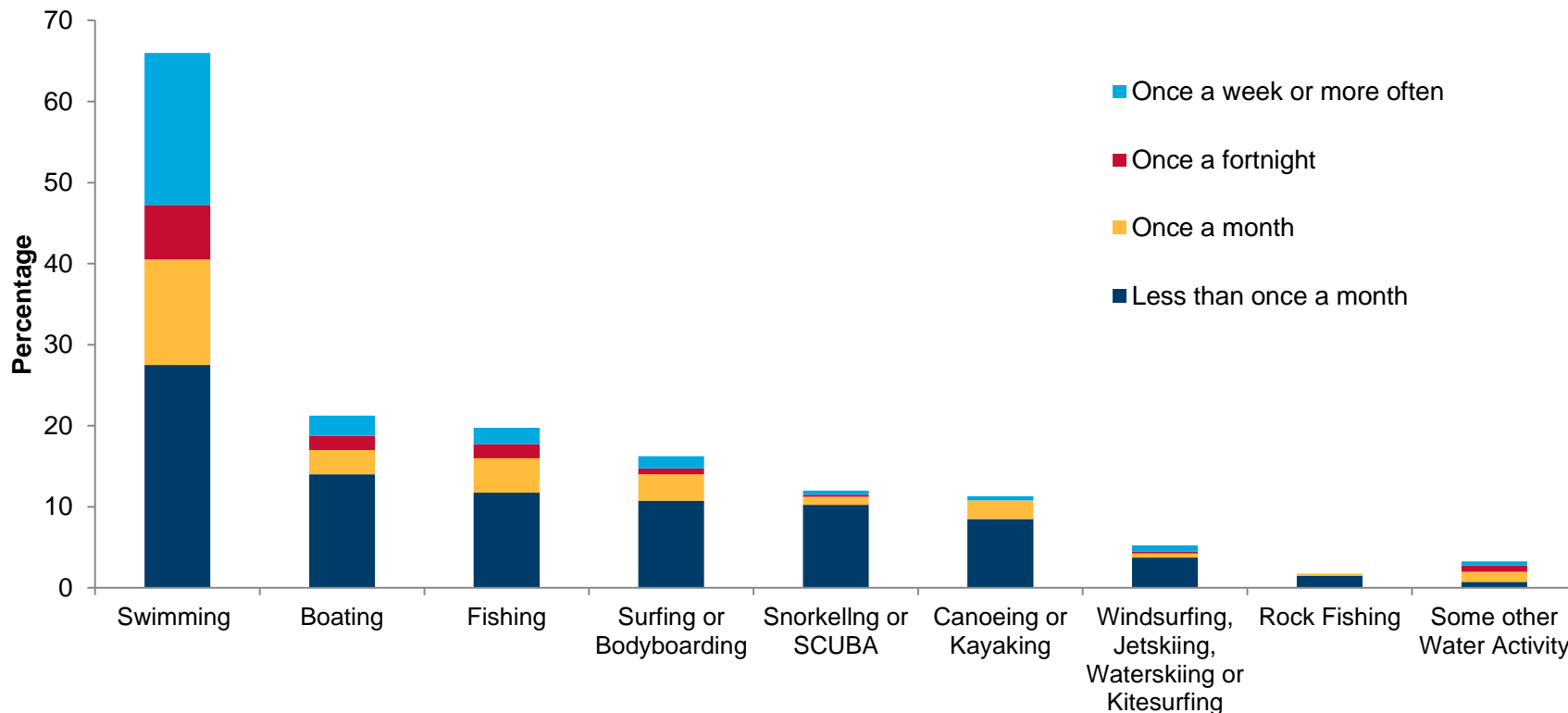
## Patterns of aquatic recreation

- Aquatic recreation remains popular with two thirds (66%) of respondents, an estimated over 3 million Victorians going swimming in the last 12 months.
- There was an increase of 20% of those reporting swimming at the beach.



## Patterns of aquatic recreation in the last 12 months

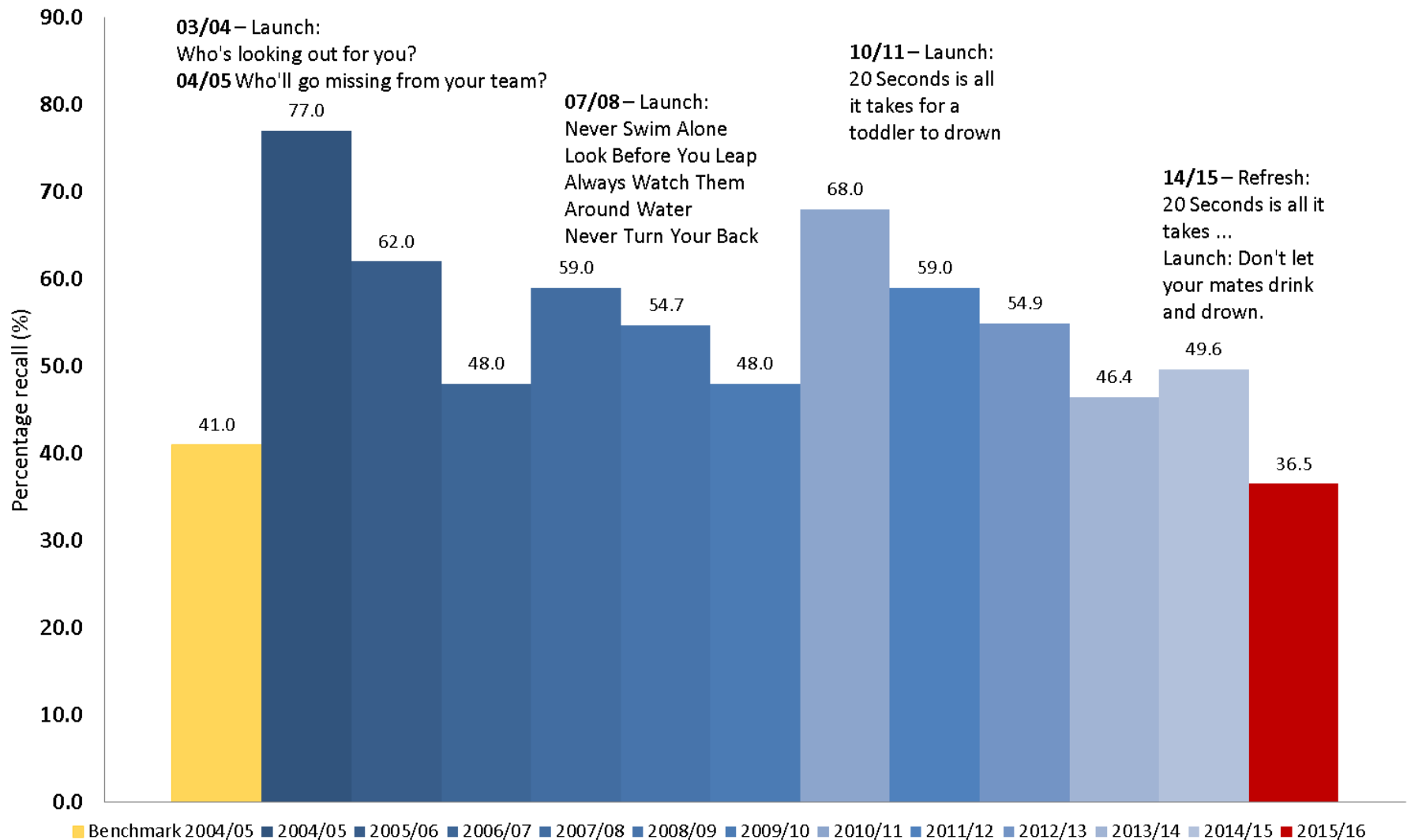
- Swimming had the highest level of participation followed by boating, fishing and surfing/bodyboarding. All activities (except fishing, with a 6% decrease) had similar participation levels compared to last year (2014/15).
- More people were likely to participate in swimming on a regular basis (at least monthly), whereas participation in other aquatic activities was likely to be less than once a month.



## OVERALL FINDINGS

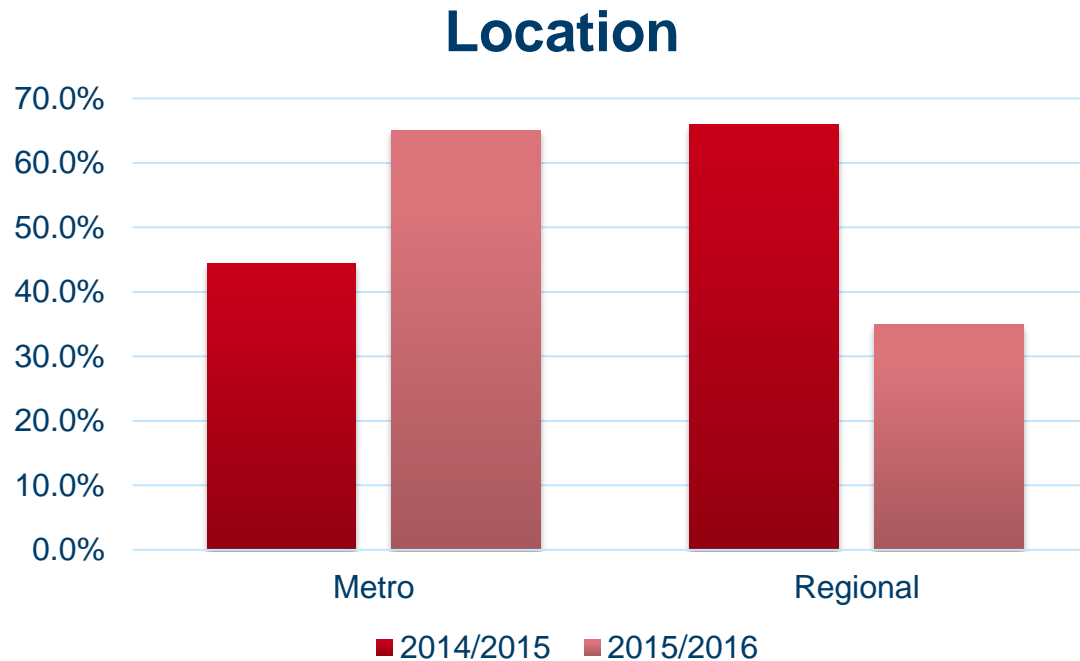
# Recall of water safety advertising

- Recall of any water safety advertising was 36.5% post-campaign, this is the lowest overall post-campaign recall of any PISBTW advertising campaign and a decrease of 13.1% compared to 2014/15.



## Recall of water safety advertising

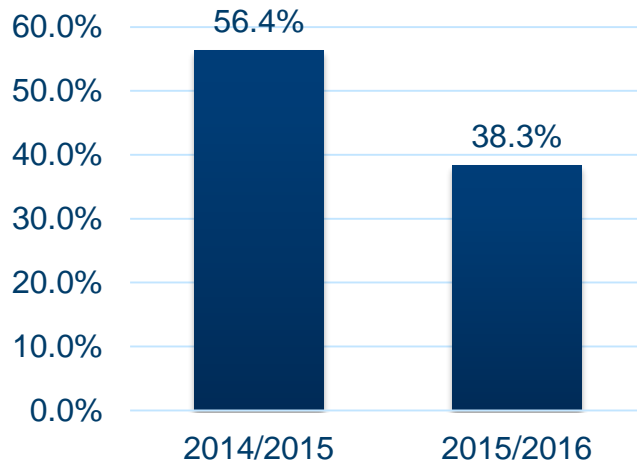
- Unlike previous years people residing in regional Victoria were significantly less likely to have recalled any water safety advertising.
- This result may be influenced by changes in media buy.
- This result may also be influenced by smaller sample size in regional Victoria in the 2015/16 survey.



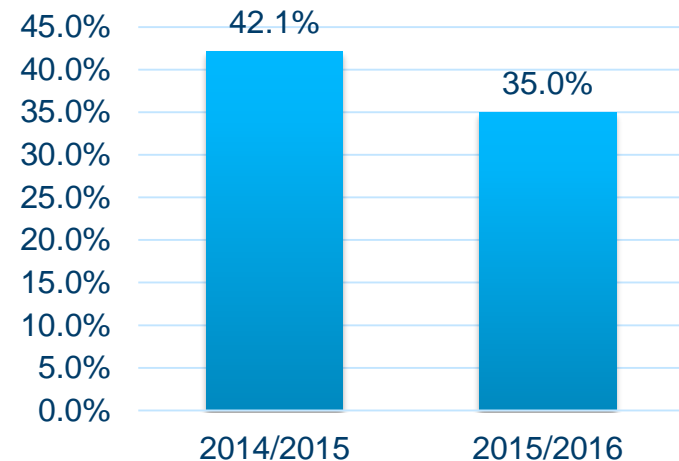
## Recall of water safety advertising

- 38.3% of respondents with children (n=154) recalled any water safety advertising, this is a significant decrease compared to last year.
- 35.0% of males aged 18-39 years (n=60) recalled any water safety advertising, this is a 7.1% decrease compared to last year.
- It is noted that while the sample sizes are relatively small (which may influence the results), the level of recall for both groups in 2015/16 is exactly the same as that of an online survey with the same question asked of groups with similar respondent characteristics but larger sample sizes (Whereto, 2016).

### Parents/Carers

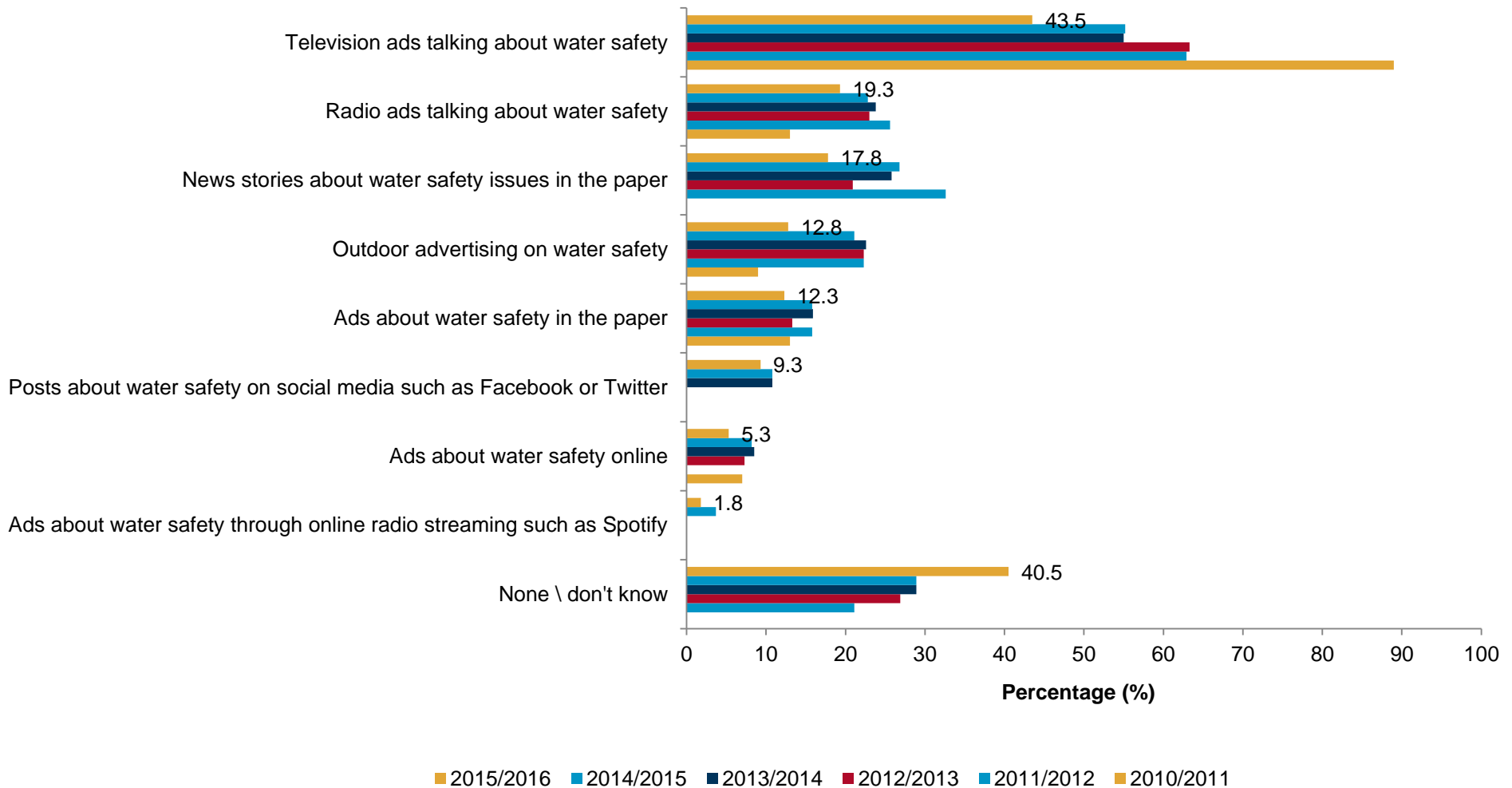


### Males 18-39 years

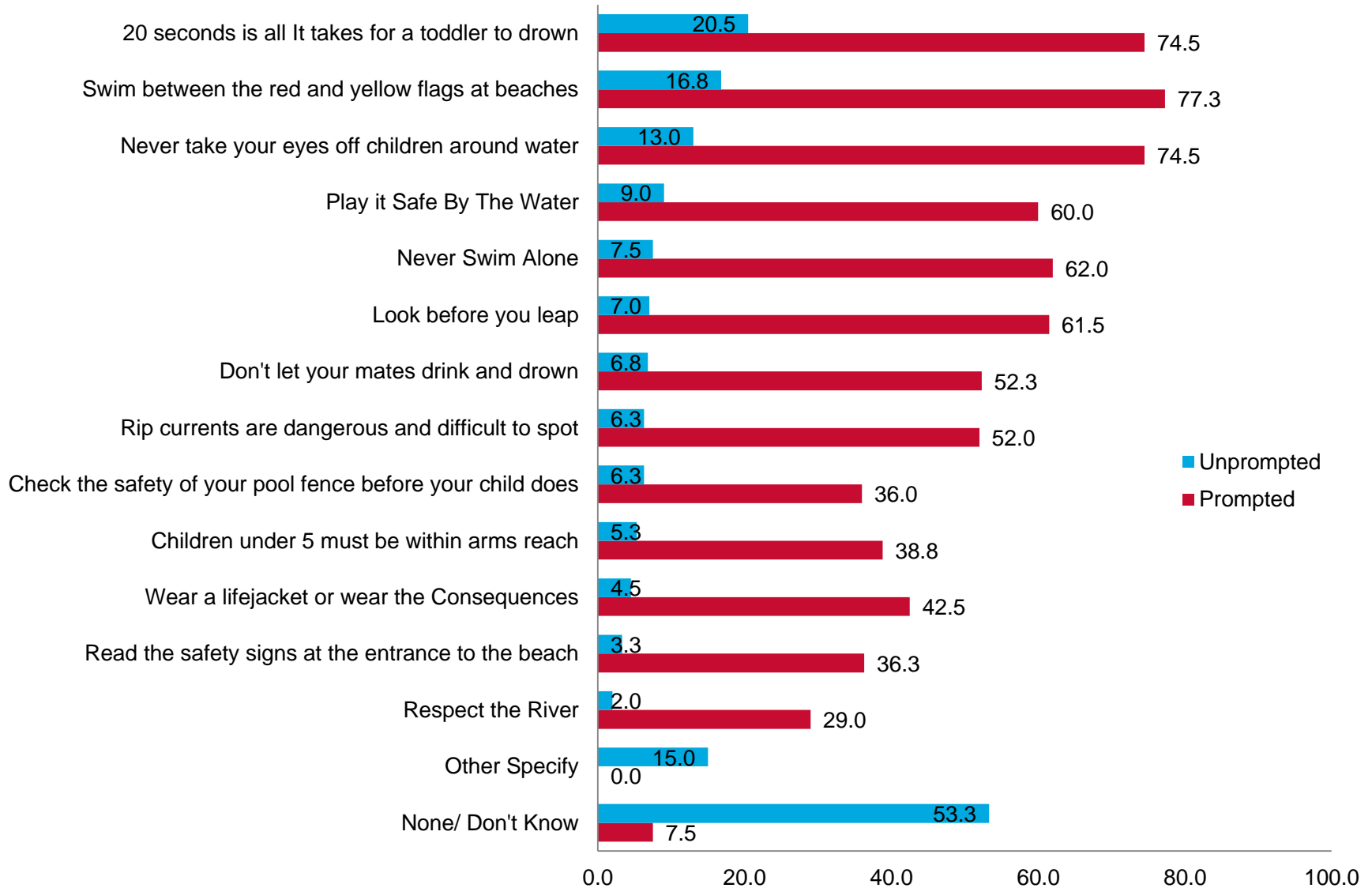


# Source of awareness

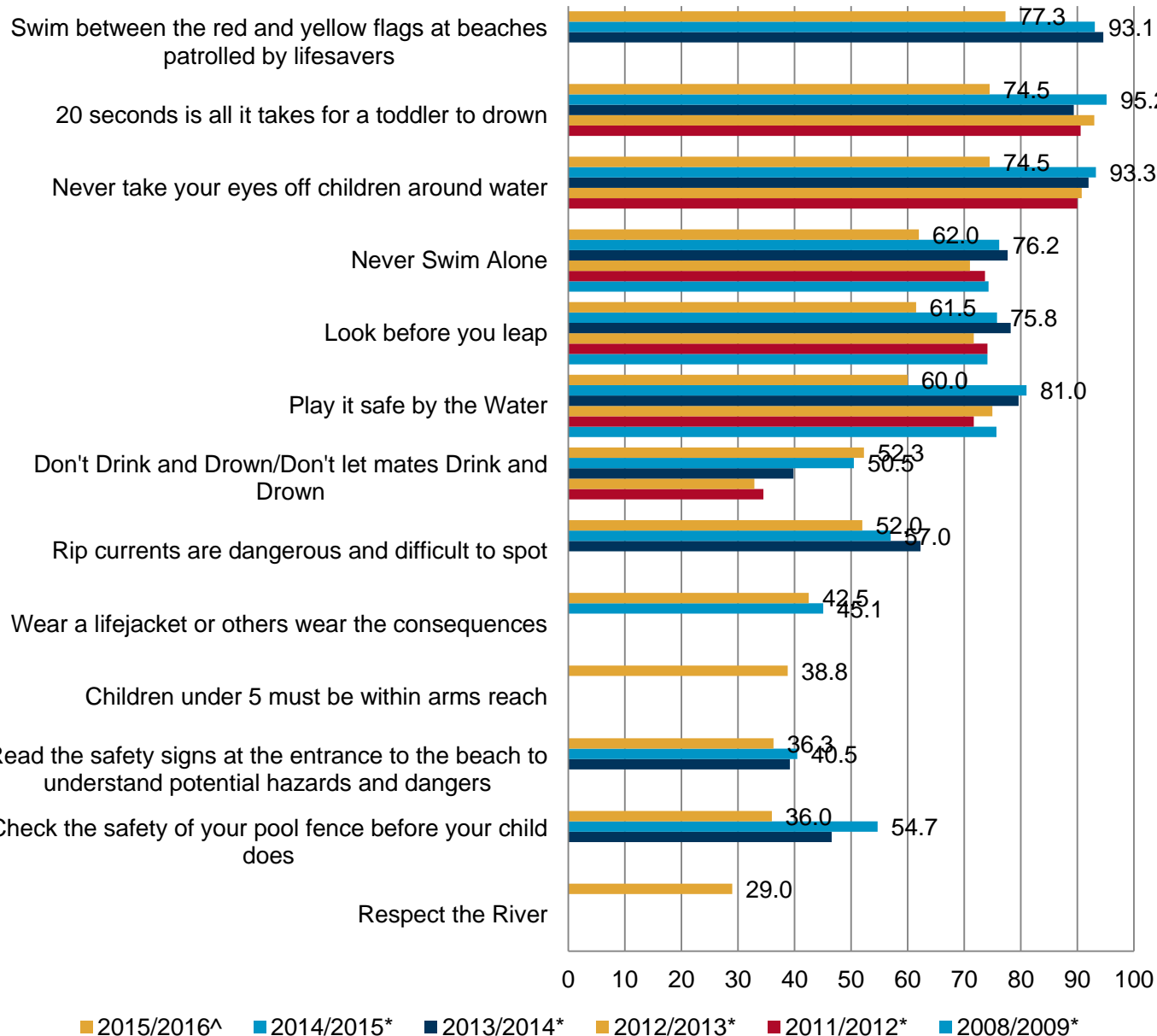
- As in previous years the majority of those that recalled any water safety advertising, saw ads on TV.
- The main decreases in the source of awareness were TV, outdoor advertising (as expected due to no coverage), news stories in the paper and a subsequent increase in those that did not see any advertising or couldn't recall the source.



# Campaign messages recalled – Prompted and Unprompted 2015/2016



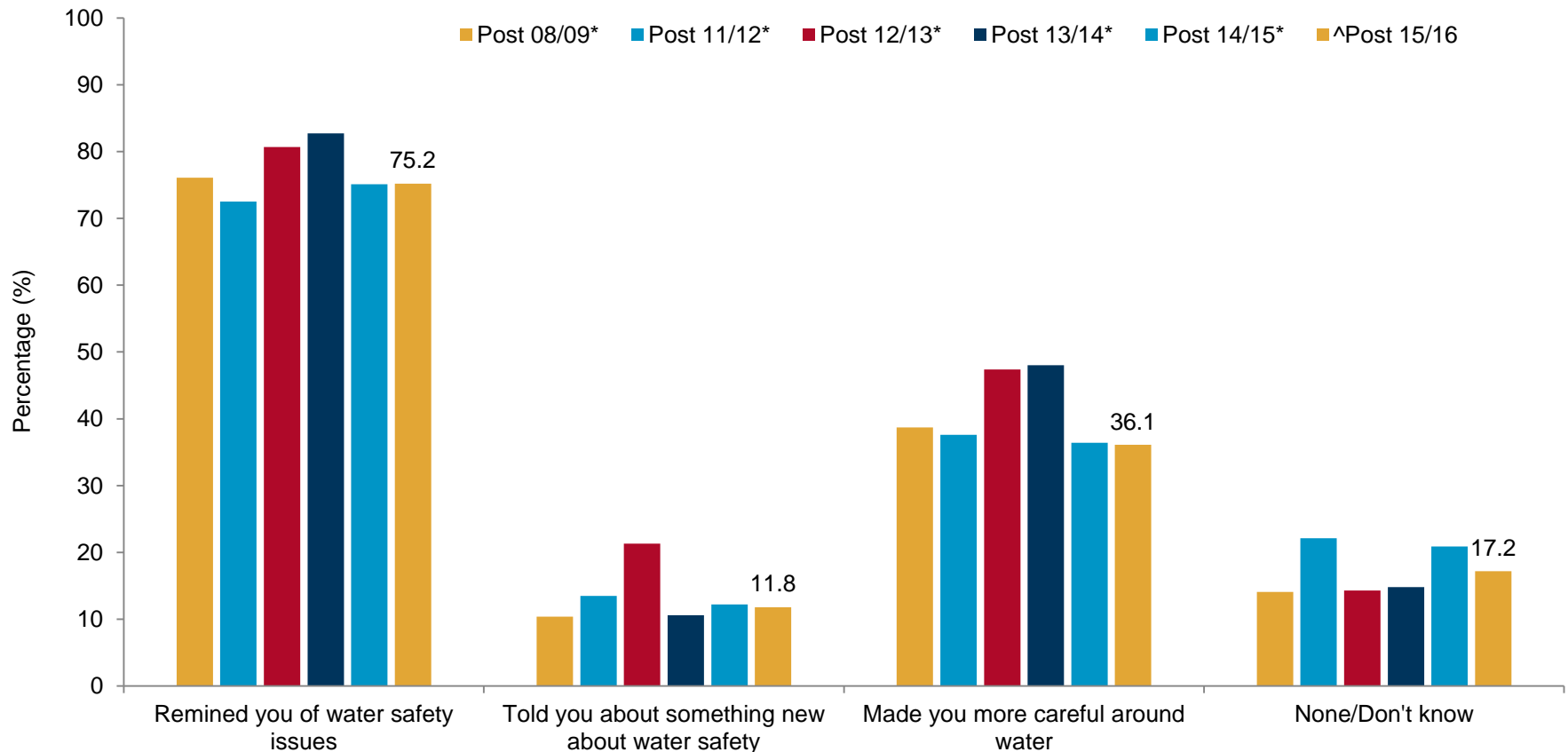
# Slogan recall – Prompted 2009-2016



- All prompted messages recalled decreased in 2015/16 compared to 2014/15, except 'Don't let your mates Drink and Drown'.
- However, unprompted message recall increased, in particular the '20 seconds' message had a 9% increase in unprompted recall.
- 'Don't let your mates drink and drown,' was recalled by 52% of respondents. This is the similar to the previous year.
- The unprompted message recall of the 'Don't let mates Drink and Drown' increased by 5% compared to last year.

## Impact of advertising

- As in previous years, the majority of respondents who recalled any water safety advertising were reminded of water safety issues. Over a third of respondents also said that the advertising made them more careful around water, while only one in 10 respondents thought the advertising told them something new about water safety .



## BEHAVIOUR CHANGE



## Behaviour change – Parents/carers of toddlers

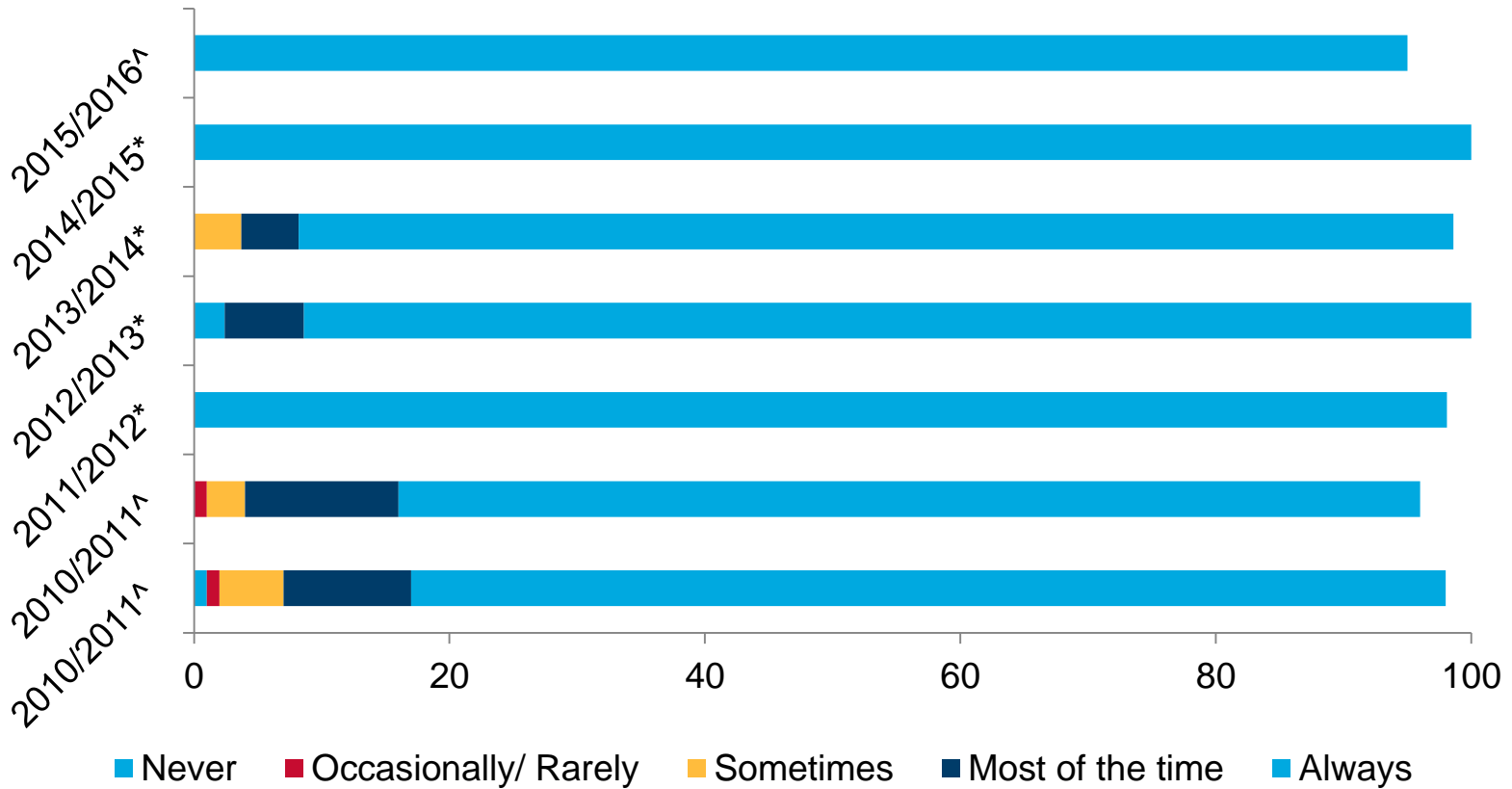
- 40 respondents\* had one or more children aged 0 to 4 years.
- \*As the results are based on a small sample size they should be interpreted with caution.
- Parent/carer behaviours relating to supervision of children aged 0-4 years, decreased from 2014/15 levels.
- However the following areas remain above Baseline (2010) levels:
  - I rely on my hearing to ensure they are safe
  - I check that doors, fences and gates are securely closed
  - I constantly watch toddlers when they're around water
  - I am within arm's reach of toddlers around water
  - I duck out for a moment during bath time
- The following areas are the same as Baseline (2010) levels:
  - I leave toddlers to play outdoors by themselves
- The following areas are below Baseline (2010) levels:
  - I empty the bath water right away

# Behaviour change – Parents/carers of toddlers



- 95% of parents/carers said they 'always' watch toddlers when they're around water, a 5% decrease from 2014/2015.

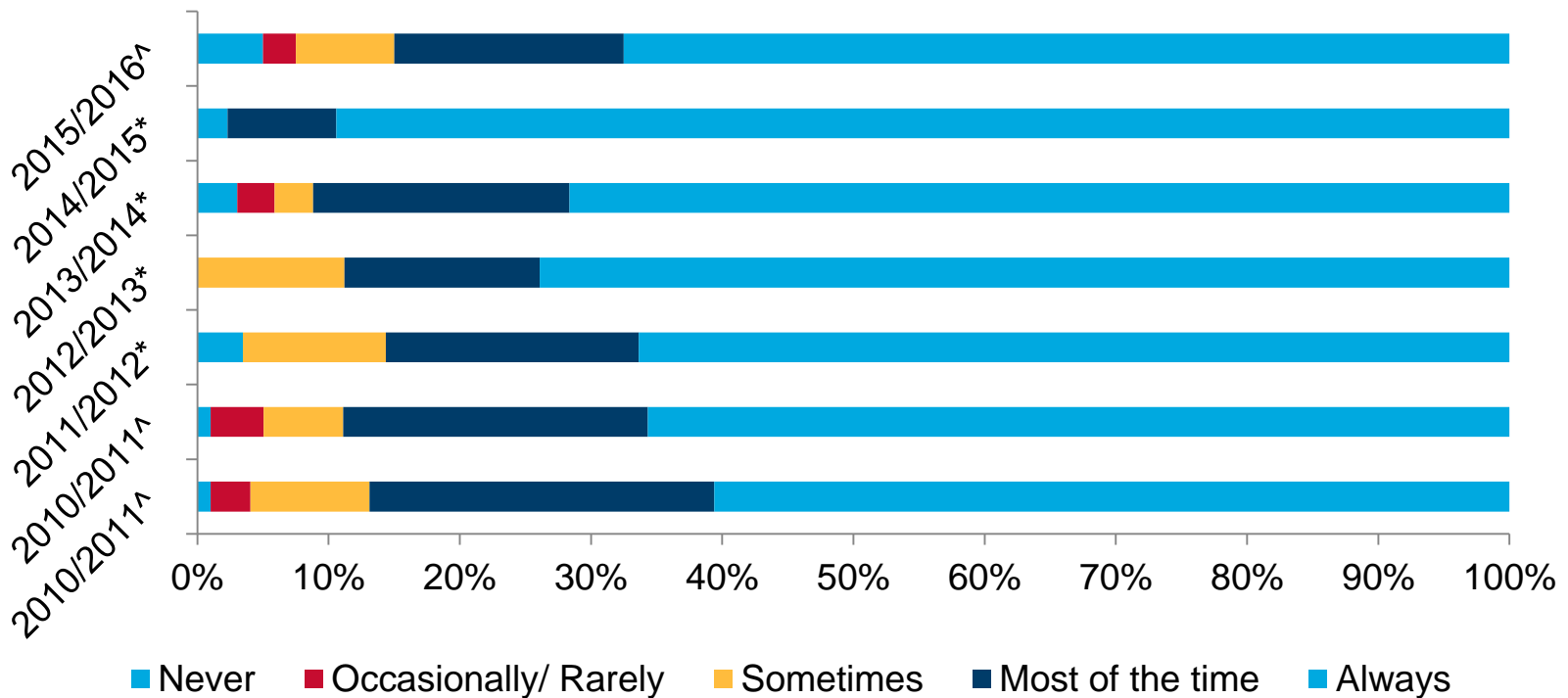
## I constantly watch toddlers when they're around water



## Behaviour change – Parents/carers of toddlers

- 68% of parents/carers said they are 'always' within arm's reach of toddlers around water, a 22% decrease from 2014/2015.

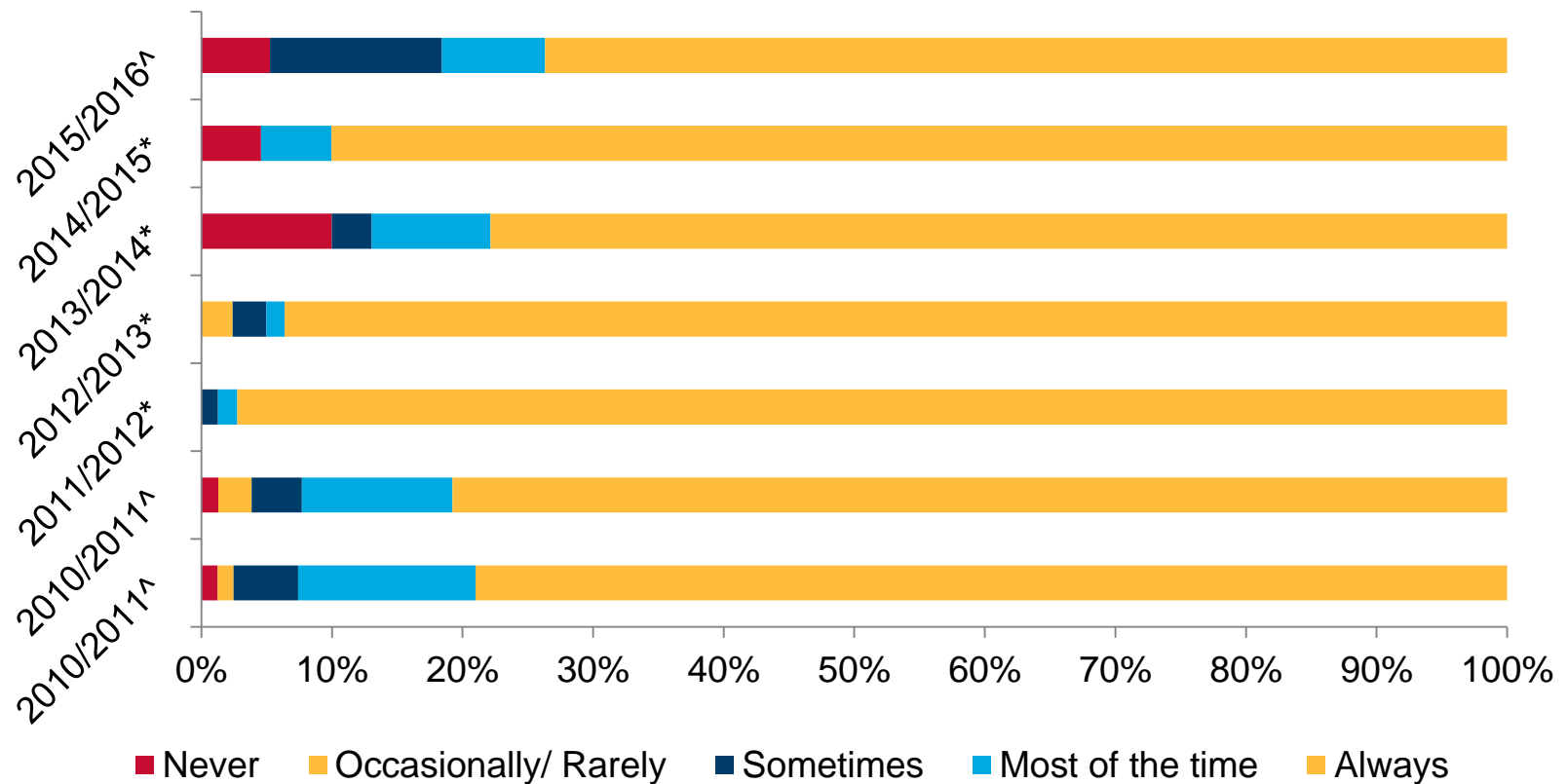
### I am within arm's reach of toddlers around water



## Behaviour change – Parents/carers of toddlers

- Most (70%) of parents/carers said that they ‘always’ check that doors, fences and gates are securely closed, a 5% decrease in those that always do this compared to 2014/15 and 13% increase in those that only do this sometimes.

### I check that doors, fences and gates are securely closed

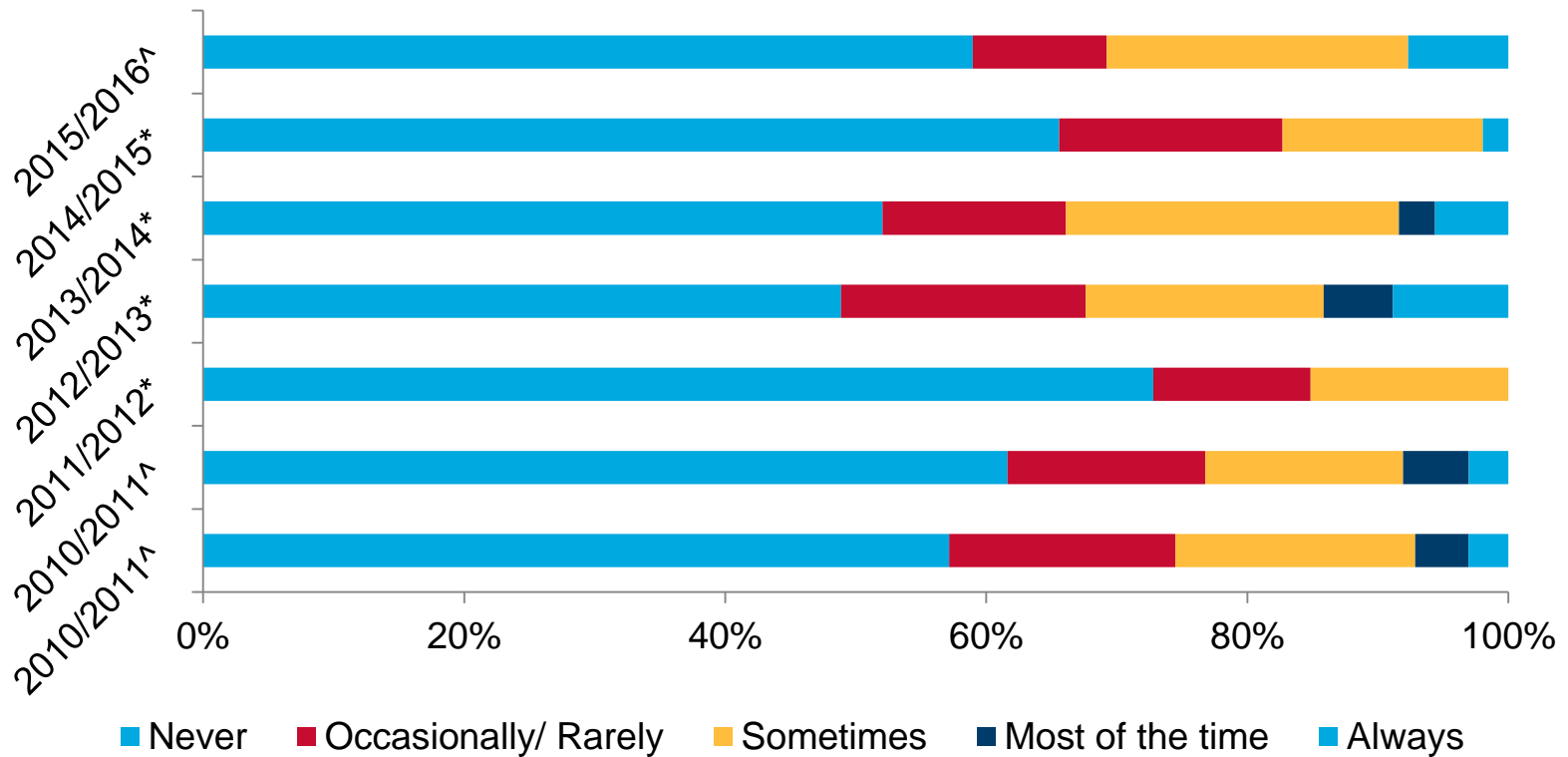


# Behaviour change – Parents/carers of toddlers



- 58% of parents/carers said they 'never' duck out for a moment during bath time, a 3% decrease from 2014/15 and an 14% increase on those that do this sometimes or always.

## I duck out for a moment during bath time

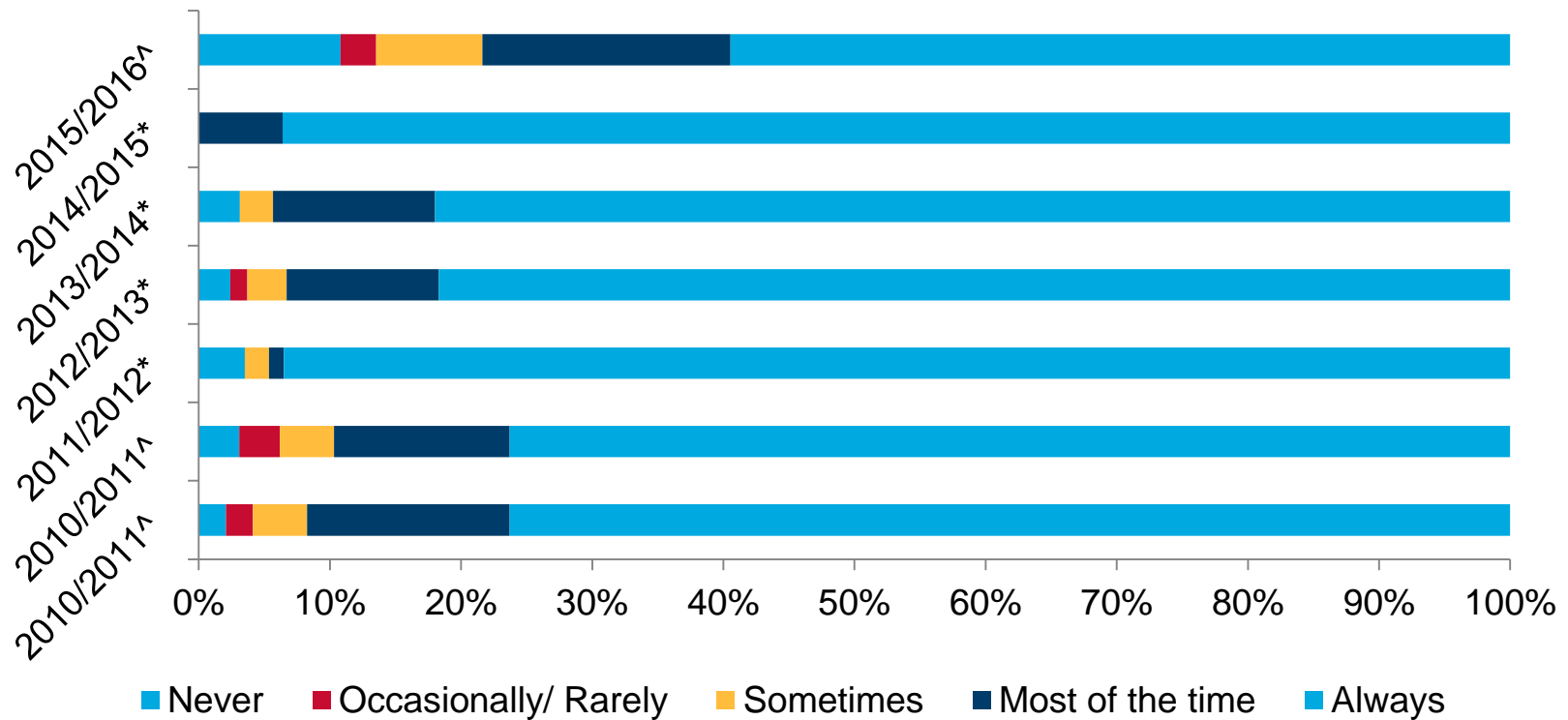


# Behaviour change – Parents/carers of toddlers



- 55% said they ‘always’ empty the bath water right away after use, a 39% decrease from 2014/15.

## I empty the bath water right away

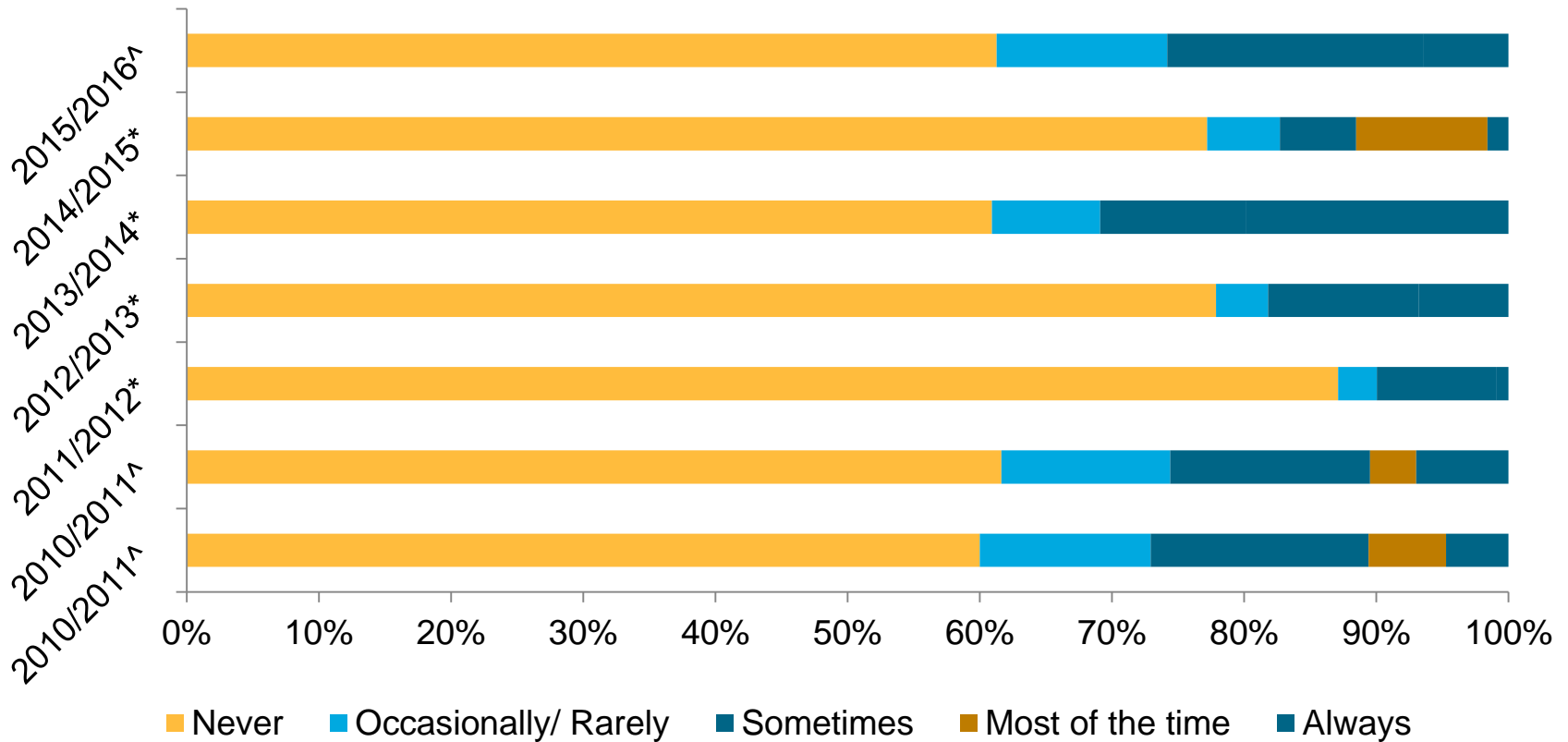


# Behaviour change – Parents/carers of toddlers



- 48% of respondents ‘never’ ask older siblings to watch toddlers around water for them, a 16% decrease from 2014/15.

## I ask older siblings to watch toddlers around water for me

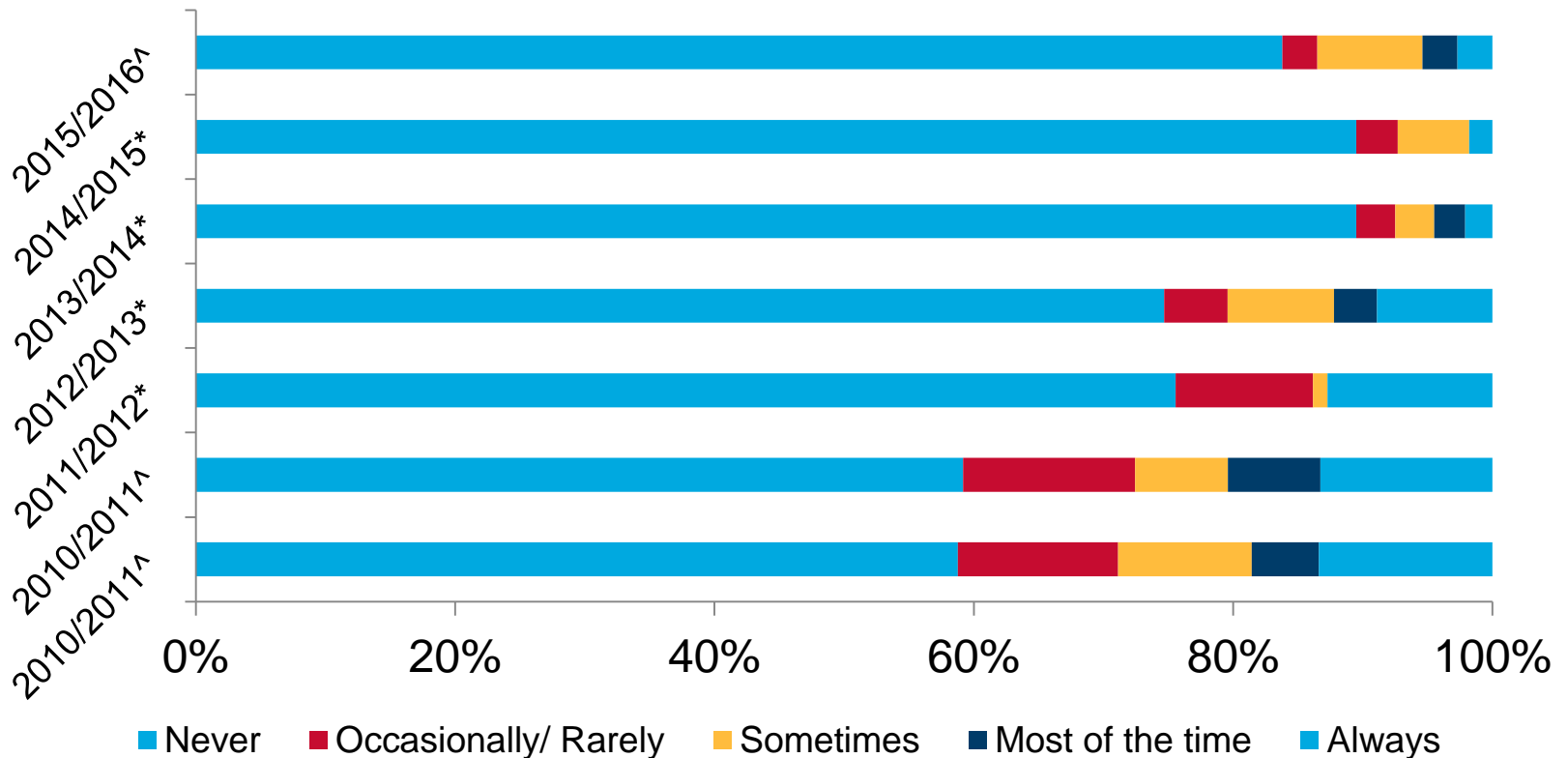


# Behaviour change – Parents/carers of toddlers



- 78% of parents/carers said they never rely on their hearing to ensure children are safe around water, which is a 12% decrease from 2014/15.

## I rely on my hearing to ensure they are safe



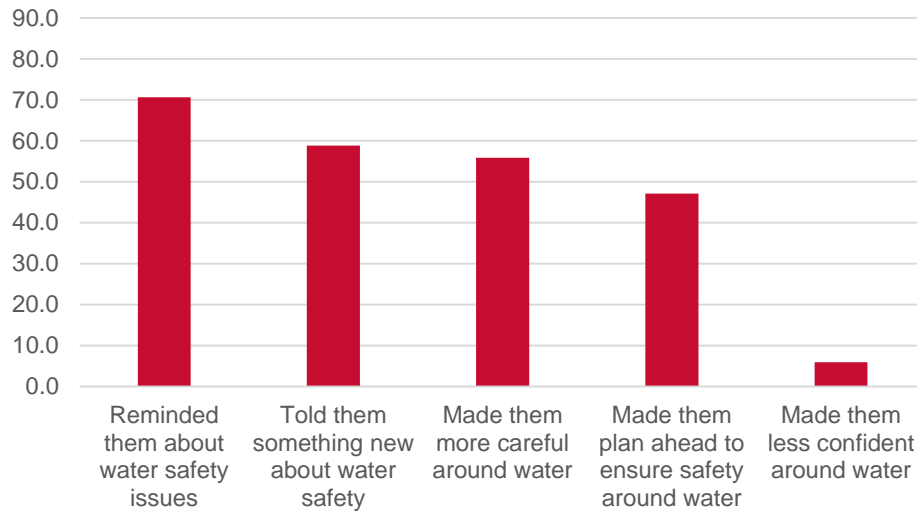
## **AWARENESS AND IMPACT OF WATER SAFETY MESSAGES FROM ATTENDANCE AT AQUATIC PROGRAMS**

# Aquatic program awareness and impact of messages

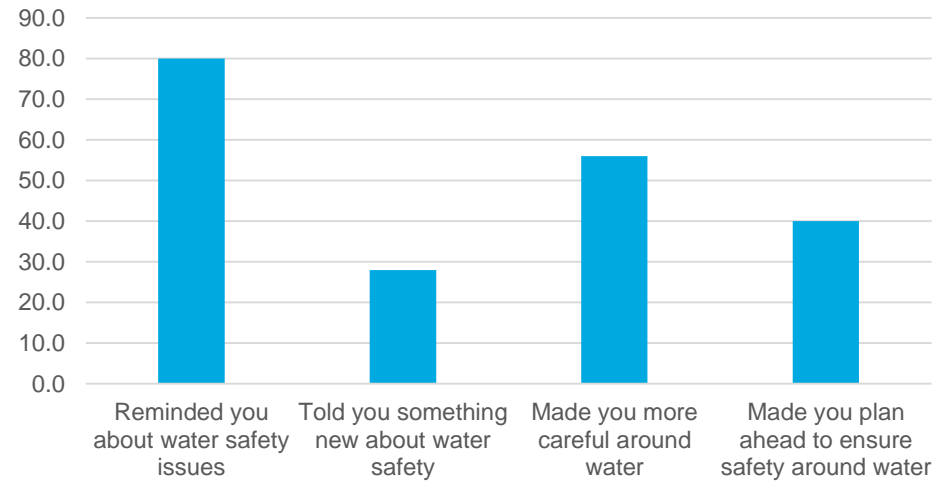


- 56 respondents or their children had attended an aquatics program by one of the agencies funded by PISBTW.
- The majority of programs were attended by the child/children (57.1%) or both the parent and child (40.0%).

### Child/children



### Personally



# Conclusions



- ↓ Recall of any water safety advertising was 36.5% post-campaign, this is the lowest overall post-campaign recall of any PISBTW advertising campaign and a decrease of 13.1% compared to 2014/15.
- This figure may reflect:
  - The decrease in recall in awareness by parents and carers targeted by the toddler campaign which is now 6 years old.
  - The decrease over time in the campaign figures may reflect the more targeted nature of the campaign which is not captured by the broad nature of the sample. However the target audience subsets also demonstrated a decrease in recall and while the sample sizes were relatively small the figures were exactly the same as those reported in similar research conducted earlier in April with larger sample sizes.
  - The later testing compared to previous campaigns (2 weeks later post-campaign assessment), however this is unlikely given the exact same recall figures for the parent and adult male subsets compared to similar research conducted earlier in April. .
- ↑ Unprompted recall of '20 seconds is all it takes for a toddler to drown' increased by 9% this year, however the prompted messaging decreased.
- ↓ Self-reported parent/carer behaviours relating to supervision of children aged 0-4 years, decreased from 2014/2015 levels, however for most behaviours they remained higher than the Baseline measure in 2010. A similar study comparing the refreshed 2015/16 campaign baseline in November 2015 to final levels in April 2016 demonstrated 2% to 14% increases in self-reported positive supervision behaviours. However the current study demonstrates that when comparing over the long-term the effectiveness of the six year campaign appears to have reached a peak and the potential impact in the future would be diminished, therefore a new campaign is recommended.
- ✓ The 'Don't let your mates drink and drown' campaign had positive prompted recall of 52.3% an increase of 8.3% compared to the benchmark level in December 2014. Unprompted message recall was slightly higher in the 18-39 year age group. 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 group were surveyed.
- Overall more targeted evaluation methods are recommended to determine the reach and effectiveness of education programs that promote the PISBTW messages.

# **LIFE SAVING VICTORIA**

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