Taverner Research, Level 2, 88 Foveaux St, Surry Hills, NSW, 2010, Australia
t +61 2 9212 2900 f +61 2 9212 3920 www.taverner.com.au

TAVERNER RESEARCH

Research Report

Respect the River Benchmark

February 2016

Project Reference Number: 5072

RLSSA Contact: Amy Peden

Taverner Contacts: Lee Catlin & Michael Trigwell

This page intentionally left blank.

Table of Contents

Table of Figures

1. Executive Summary

Royal Life Saving Society – Australia (RLSSA) commissioned Taverner Research to obtain quantitative data to assess the reach and efficacy of the new 'Respect the River' program, which was launched on the 25th of October 2015. Taverner Research conducted a pre-campaign benchmark survey (the 'Pre Wave') in October 2015 (n=573), and a follow-up post-campaign survey (n=594) in January 2016 (the 'Post Wave') to examine the exposure to the campaign and its effects amongst those who resided along the Murray River.

The main objectives were to:

- Understand the level of visitation and interaction community members have with aquatic locations, specifically focussed on rivers, streams and creeks
- Assess knowledge of rivers, river drowning and drowning prevention strategies amongst communities residing along the Murray River
- Measure awareness and knowledge of RLSSA
- Determine the exposure and efficacy of the 'Respect the River' campaign.

Key Findings

Reported Aquatic Exposure

Overall, rivers were reportedly the most visited location in the past 12 months (Pre 84%, Post 85%), with the reported visitation to this location also occurring at the highest frequency (59% of Pre Wave respondents visited at least once a month; 56% for Post).

In relation to activities the reported activities at aquatic locations over the past 12 months, walking beside the water (Pre 78%, Post 81%) was the most popular, followed by having a picnic/BBQ (Pre 69%, Post 74%), swimming (Pre 56%, Post 58%), fishing (Pre 48%, Post 46%), boating (Pre 47%, Post 48%) and water sports (Pre 34%, Post 33%).

With respect to the typical times of visit, around six out of ten (Pre, 57%; Post, 60%) of all respondents report that their visits to rivers, creeks and streams normally take place on both weekends and week days, a significantly smaller proportion (Pre 39%; Post 34%) reported they normally visit these types of locations on weekends only, and a very small percentage (Pre, 5%; Post, 6%) visit only on weekdays.

Four out of ten (42% of Post Wave respondents) reported last visiting the Murray River in the past week, and a further 19% that they have visited the Murray in the last month. These findings are significantly higher than what was found in the Pre Wave (25% in the past week, 11% within the last month).

During the Post Wave respondents' most recent visit to the Murray River, walking beside the Murray River was the most popular activity (61%). This

was followed by swimming (48%) and picnic/BBQ (46%), both of which were significantly higher than the Pre Wave (34% for swimming and 38% for picnic/BBQ). This difference was likely due to the seasonal differences between the Pre and Post waves. These activities are likely to be more frequent in the summer months in which the Post Wave was conducted than in spring when the Pre Wave interviews were obtained.

Knowledge of Aquatic Dangers and Risks

Respondents were nearly unanimous in their agreement that all children should be taught swimming and water safety at school (97% of respondents agree/strongly agree in both Pre and Post).

In the Pre Wave, just under half (47%) of the respondents believed that most drowning deaths occur in swimming pools, with around a third (32%) naming rivers, creeks and streams. This was significantly lower in the Post Wave (30%), while 45% attributed most drowning to rivers, creeks and streams (significantly higher than the Pre Wave, 32%). Within the Post Wave, recognition that rivers streams and creeks is the most common site of drowning deaths was higher among those aware of the Respect the River campaign (51% if Aware, 42% if Not Aware), confirming that the increase between waves was a campaign effect.

Similar to the Pre Wave, the Post Wave respondents believed that drowning in rivers occurred mainly amongst international tourists (Pre, 45%; Post, 46%). This misconception is of great interest to RLSSA as actual figures indicate that 75% of cases of drowning deaths involve locals living within 100km of a river. As the Respect the River Campaign did not aim to change beliefs about this issue, it is not surprising that there was no sign that views on this issue were affected by the campaign.

Swimming in floodwaters was seen as the riskiest activity when using rivers, creeks and streams in both the Pre Wave (96%) and Post Wave (94%).

Awareness and Knowledge of RLSSA

Most respondents (84% Pre, 91% Post) indicated that they were aware of RLSSA. It is possible that campaign activity contributed to the slight (and not significant) increase in awareness.

Water Safety Behaviours

In both Waves, engaging in or encouraging water safe behaviour amongst others (family/friends) occurs with greater frequency than application of water safe behaviours to oneself. The data suggests that this reduced level of caution taken in regard to one's own water safety is age related, meaning respondents may be more worried about younger or older family/friends, or be driven by perceived social expectation to feel more responsible for the care and safety of others.

All respondents were asked for their opinion on the use of lifejackets. The majority (Pre, 70%; Post, 68%) of respondents indicated that the

wearing of lifejackets when boating should be mandatory for everyone (both adults and children).

Similarly, all respondents were asked for their opinion on breathalysing of skippers on rivers, creeks and streams. Around three out of five (Pre, 60%; Post, 61%) respondents believed that skippers of boats on rivers, creeks or stream should be breathalysed more regularly than they are now.

Awareness of Water Safety and the Respect the River Campaign

Approximately two out of five (39% Pre, 45% Post) respondents indicated that they thought community awareness of water safety had increased in the past 3 years. A majority (72% Pre, 76% Post) reported that television was their main or preferred channel for receiving water safety messages.

A small proportion (4%) of respondents unprompted identified that they had seen or heard a water safety message about 'Respecting the River' prior to the program's full launch. This increased slightly in the Post Wave to 6%. The number respondents who claimed that were aware of the Respect the River campaign or that they had received a campaign message about respecting the river increased significantly from 21% in the Pre Wave to 33% in the Post Wave.

A majority reported exposure to water safety messages (76% Pre, 84% Post). While significantly higher in the Post Wave, the high level in the Pre Wave might have led to the impression that respondents had seen or heard 'Respect the River'.

The main water safety messages recalled in the Pre Wave were related to backyard pool safety and dangers to children, which are relevant to drowning. Potential confusion may have occurred as there were several river-related messages mentioned, which might have lead Pre Wave respondents to believe that they had been exposed to a campaign on TV about respecting the river. Messages reported by Pre Wave respondents that could have lead them to believe they had been exposed to a campaign about respecting the river included:

- ✧ Murray River dangers
- ✧ River drownings
- ✧ Deep holes in river banks as a hazard
- ✧ Check/beware of currents/snags/submerged objects

In the Post Wave the messages reported were quite different and more related to the Respect the River campaign messages. Although Post Wave respondents were more likely to report exposure to a water safety message, those who reported being exposed were likely to report fewer messages. Many messages that were not part of the campaign were less often reported in the Post Wave while two campaign messages

(respecting the river, 5 % Pre, 9% Post and don't drink alcohol Pre 4%, Post 8%) significantly increased.

2. Project Background & Objectives

Taverner Research was commissioned by Royal Life Saving Society – Australia (RLSSA) to obtain quantitative data surrounding the reach and efficacy of the new 'Respect the River' program, which was launched on the 25th of November 2015.

A Pre Wave of research was conducted by Taverner between the 6th and the 24th of October 2015. A follow-up study (i.e., Post Wave) was conducted from the 18th of January to the 4th of February. As with the Pre Wave this Post Wave of research was administered using a quantitative CATI (computer-assisted telephone interviewing) survey to a sample of residents living within 50km of the Murray River.

Royal Life Saving Society – Australia (RLSSA) sought to undertake this research study conduct comparisons and efficacy measures following the introduction of the new 'Respect the River' program and determine any shifts in attitudes and behaviours of the community living near the Murray River:

- Understand the level of visitation and interaction community members have had with aquatic locations, with a particular emphasis on rivers, creeks and streams
- Assess knowledge of rivers, river drowning and drowning prevention strategies amongst communities residing along the Murray River
- Measure awareness and knowledge of RLSSA
- Obtain data for the exposure and effect of the 'Respect the River' campaign

The full questionnaire for the Post Wave is included as an Appendix to this report.

3. Methodology

A quantitative CATI survey of Australian residents aged 18 and over, and living within 50km of the Murray River was conducted between the 18th of January to the 4th of February 2016. The questionnaire was designed to measure water safety knowledge, identify visitation and relationships with various aquatic locations (with a focus on rivers, creeks, and streams), as well as to assess campaign exposure and awareness amongst this demographic.

The Post Wave questionnaire that was administered to respondents was provided by the RLSSA and adapted by Taverner Research in consultation with RLSSA key project staff.

A key focus of the Post Wave research was to obtain data points which can be used to identify shifts in attitudes, knowledge and behaviours towards water safety specifically in and around rivers, creeks and streams following the launch of the 'Respect the River' program. The implications of any differences between the Pre and Post Waves in relation to campaign exposure and effectiveness will be discussed in section 11.

Sample

While there was an initial target of n=600 completes for the Pre Wave, in the Post Wave, the target of n=600 was split amongst two sample groups as follows:

- Recall sample: those who were interviewed in the Pre Wave and indicated that they were happy to be called in the future regarding this study (target n=300)
- Fresh sample: those who had not been interviewed as part of the Pre Wave (target n=300)

For the fresh sample in the Post Wave, the CATI survey involved selection of respondents based on their postcode, with mobile telephone numbers selected at random within the target postcodes. Postcodes were selected based on recommendations from RLSSA in terms of key areas along the Murray River within a 50km radius of the River.

This methodology was chosen as there has been increasing difficulty in obtaining a representative spread of respondents in CATI surveys as those aged under 35 tend to be less likely to have a landline telephone at home. Randomly selecting respondents by mobile telephones could have led to inclusion of respondents who lived outside the target areas, so to mitigate this all respondents were asked to confirm their postcode and also confirm that they live within 50km of the Murray River. Use of mobile numbers has in recent years yielded a more representative sample of respondents as younger (under 35) respondents are more accessible through this method.

Quotas were set based on age and gender to ensure a representative sample matching ABS 2011 census data was achieved within the fresh sample only. Based on target demographics for the 'Respect the River' program older community members (aged 55+) and males were slightly oversampled.

Although the recall sample of the Post Wave data was based on a subset of the Pre Wave, efforts were taken to obtain the desired quotas for the various gender and age groups.

Quotas

The fresh sample quotas were designed to match the population for age and gender within the areas located within 50km of the Murray River for the fresh sample only. The quotas were adjusted slightly to oversample males and older residents (aged 55+) as these were identified as target groups for the program messaging by RLSSA.

The quotas and the numbers achieved for both fresh and recall groups were shown in Figure 1:

Figure 1: Completes in Post Wave sample

	Quota Fresh % (n)	Completes Fresh % (n)	Completes Recall % (n)
GENDER (AGE)			
Males (18-34)	12 (36)	7 (22)	4 (10)
Males (35-54)	17 (52)	17 (52)	13 (38)
Males (55+)	21 (63)	20 (63)	26 (73)
Females (18-34)	12 (35)	11 (34)	11 (32)
Females (35-54)	17 (51)	24 (74)	18 (50)
Females (55+)	21 (63)	21 (67)	28 (79)
TOTAL	**(300)**	**100 (312)**	**100 (282)**

Weighting

Data for both the recall and fresh sample was weighted, with weight values created for each of the recall and fresh sample groups, not as a combined sample group. Weight targets were sourced from ABS 2011 Census results.

Error Variance

Based on the total sample size in the Post Wave of n=594 the maximum confidence interval for the survey results at the 95% confidence level is approximately +/- 4.01%. This implies that for a response figure of 50%,

the true population figure will be between 45.99% and 54.01% in 19 samples out of 20. On this basis the survey results can be deemed to be an accurate account of community members living near (within 50km) to the Murray River.

Changes to the Questionnaire

The following changes were made to the questionnaire for the Post Wave:

- Pre Wave Q99: Was included to ask respondents whether they would like to participate in the follow-up research was removed in the Post Wave.
- Pre Wave Q30: Was an open ended response, but was turned into a prompted question with an established codeframe in the Post Wave.
- Pre Wave Q12a: Allowed respondents to report on aquatic activities that they have undertaken that were not covered by our codeframe. The two most prominent options (i.e., 'camping', and 'staying in a houseboat') were included in the Post Wave questionnaire as part of the codeframe.
- Post Wave Q40, Q41, Q42, Q42a, and Q43: Were included to measure the respondent's exposure to the 'Respect the River' program.
- Post Wave S1.1, S1a.1, S1b.1, and S3.1: Were screeners that were included in the Post Wave to confirm the demographic information that was collected in the Pre Wave.

Data Coding

Questions with open ended responses had codeframes developed based on the responses given in the Pre Wave. The codeframes developed were applied to questions in the Post Wave for consistency and to allow for detection of shifts in responses.

4. How to Read this Report

This report provides the Post Wave results for the 'Respect the River' program. The commentary will focus on the Post Wave data with references to the Pre Wave results. Attention will be drawn towards the differences between the Pre and Post wave data when those differences are of interest to the campaign effects and/or statistically significant.

A summary is provided at the beginning of each section of the report highlighting the main findings in that section.

Terminology Used

RLSSA

The report uses the abbreviation RLSSA to refer to Royal Life Saving Society – Australia.

Aquatic locations

'Aquatic location/s' refers to any location, private or public that has a constant and directly accessible body of water that can be utilised for recreational or sporting activities.

Frequency Measures

Behaviour and exposure in this report is sometimes referred to as being frequent or occasional, these terms are defined as:

- Frequent – occurred at least once a month
- Occasional – occurred less often than once a month but at least once a year

The Program

'The program' is in reference to the 'Respect the River' program launched in late October 2015.

Pre Wave and Post Wave

Pre Wave refers to the data collected from the 6th to 24th October 2015 which included n=573 community members of the Murray River area. The Post Wave data was collected over 18th of January to the 4th of February 2016. The Pre Wave data was collected before the launch of the Respect the River program, and the Post Wave was collected after.

Demographic Analysis Groups

The numbers of responses for each demographic group of interest are as follows:

- Gender (male, n=258; female, n=336)
- Age group (18-34, n=98; 35-54, n=214; 55+, n=282)
- Recency of last swimming or engaging in recreational activities on the Murray River (within the last month, n=357; within the last 3 to 12 months, n=105; not within the last 12 months, n=132)

- ✧ Self-rated swimming ability (non/poor, n=128; average, n=301; strong, n=165)
- ✧ Frequency of visit to an aquatic location (frequent, n=443, occasional, n=124; do not visit, n=27)

Analysis Techniques Used

Differences between groups are described as significant differences if they reached statistical significance using an error rate of α=0.05. This means that if repeated independent random samples of similar size were obtained from a population in which there was no actual difference, less than 5% of the samples would show a difference as large or larger than the one obtained.

Throughout the report statistically significant differences are referred to as follows:

- ✧ Significantly more /less likely

Where differences are reported which did not reach statistical significance, these are identified as not statistically different.

Notes on Data Aggregation

Aggregated data reported in the commentary may be different (+/- 1%) to the sum of the individual components shown in a chart or commentary due to rounding.

The sum of the displayed results to single response questions may not add to 100% due to rounding of the individual responses.

5. Demographics of the Survey Sample

Figure 2 provides a demographic breakdown in terms of region of the Post Wave respondents for this project.

Figure 2: Demographics of Survey Sample

Demographic Group	Combined sample % (n)
MURRAY RIVER AREA	
Albury	24 (133)
Echuca	16 (88)
Mildura	20 (117)
Mulwala	6 (39)
Wodonga	17 (104)
Yarrawonga	9 (77)
Other	6 (36)
TOTAL	**100 (594)**

6. Experience Around Water

This section contains information related to the self-rated swimming ability as well as information on previous engagement in a CPR or First Aid course.

6.1. Key Post Wave Findings

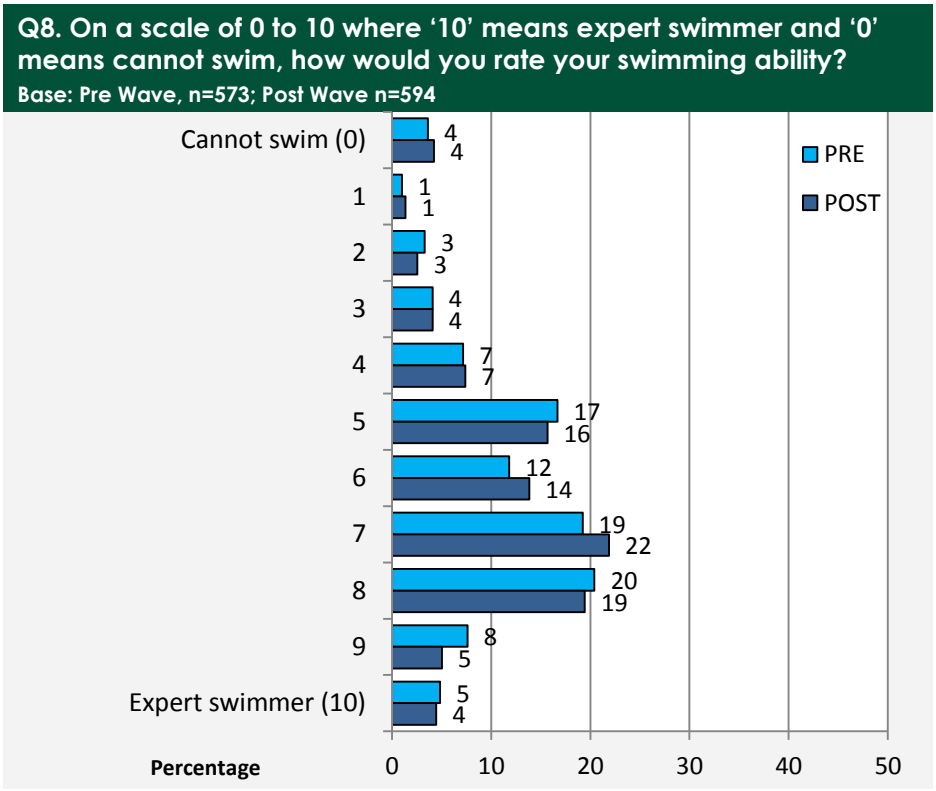
30% of respondents rated themselves as 'strong' swimmers (rating of 8-10)	**43%** of respondents reported having undertaken a CPR or First Aid course within the last 3 years

6.2. Swimming Ability

All respondents were asked to rate their own swimming ability on an 11 point scale, with 0 representing a non-swimmer, and 10 being an expert swimmer. The Post Wave findings, along with the corresponding results from the Pre Wave were presented in Figure 3.

Similar to the Pre Wave (48%), a significantly higher proportion of Post Wave (51%) respondents rated their swimming as average (ratings of 5, 6, or 7) compared to the proportion (Pre 33%, Post 29%) of those who rated their swimming as strong (ratings of 8, 9 or 10). One out of five (Pre 19, Post 20%) respondents reported that they were poor/non swimmers (ratings of 0, 1, 2, 3, or 4).

Figure 3: Self-Rated Swimming Ability



Demographic Differences

Males and females in the Post Wave were equally likely (29% for both genders; Pre 37% males, 29% females) to rate themselves as strong swimmers (ratings of 8, 9, or 10). In the Post Wave, males (16%) were significantly less likely to rate themselves as poor/non swimmers (ratings of 0-4 inclusive) compared to females (23%), which cannot be said for the Pre Wave data (17% males, 21% females)

There was a trend in which the ratings for swimming ability decreased as the age of the respondent increased. The proportion of Post Wave respondents who reported that they were poor/non swimmers (rating of 0-4 inclusive) significantly increased with age (18-34 year olds, 7%; 35-54 year olds, 16%; 55+ year olds, 30%). Similarly, those aged 55+ were significantly less likely (19%) to rate themselves as strong swimmers compared to those aged 18-34 or 35-54 (44% and 31% respectively). These patterns did not differ from the Pre Wave data.

Respondents who reported that they were poor/non swimmers (rating of 0-4 inclusive) were significantly less likely (Pre, 17%; Post 37%) to engage in swimming/ recreational activities at the Murray River within the past two weeks compared to those who rated themselves as average (Pre 26%, Post 49%) or strong swimmers (Pre 38%; Post 60%). Following this pattern, a significantly higher proportion (Pre 18%, Post

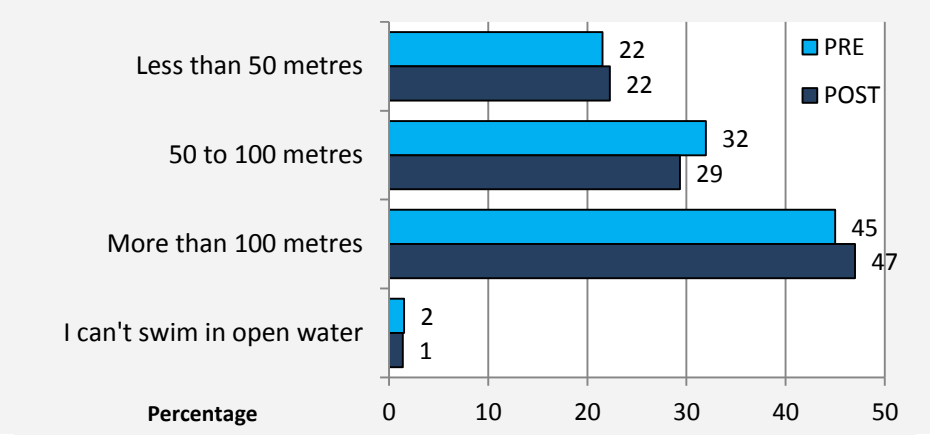
19%) of poor/non swimmers reported that they visited an aquatic location once or not at all within the last 12 months compared to average (Pre and Post, 5%) or strong swimmers (Pre 3%, Post 5%).

6.3. Maximum-Swimmable Distance in Open Water

As shown in Figure 4, around half (47%) of the Post Wave respondents who reported that they could swim (i.e., rated their swimming ability as 1 or greater), indicated that they could swim more than 100 meters. Just under a third of these respondents reported that they could swim between 50 to 100 meters, and around one out of five (22%) reported that they can swim no more than 50 meters in open water. Overall, these results did not differ from what was found in the Pre Wave.

Figure 4: Maximum Distance Able to Swim

Q9. What is the maximum distance you think you could swim non-stop in open water (e.g. river, lake, creek, etc.)
Base: Respondents who rated their swimming ability as 1+ in Q8
Pre Wave ,n=551; Post Wave, n=566



Demographic Differences

Across both waves, males (Pre 57%, Post 58%) were significantly more likely than females (Pre 32%, Post 36%) to indicate they would be able to swim more than 100 metres in open water.

There was a trend whereby older respondents (aged 55+) were significantly more likely to believe that they can only swim less than 50 metres (Pre and Post, 35%) than those aged 18-34 (Pre 15%, Post 11%) and those aged 35-54 (Pre 11%, Post 16%). This older age group was also significantly less likely to believe that they can swim more than 100 metres (Pre and Post, 32%) compared to the two younger age groups (Pre, 53% for 18-34 and 54% for 35-54; Post, 60% for 18-34 and 54% for 35-54).

In the Post Wave, respondents who indicated that they frequently visit an aquatic location (at least once a month) were significantly more likely (32%) to rate themselves as strong swimmers (ratings of 8-10 inclusive) compared to those who indicated that they are occasional

visitors (Every three months or less) of aquatic locations (15%). This difference was not significant in the Pre Wave.

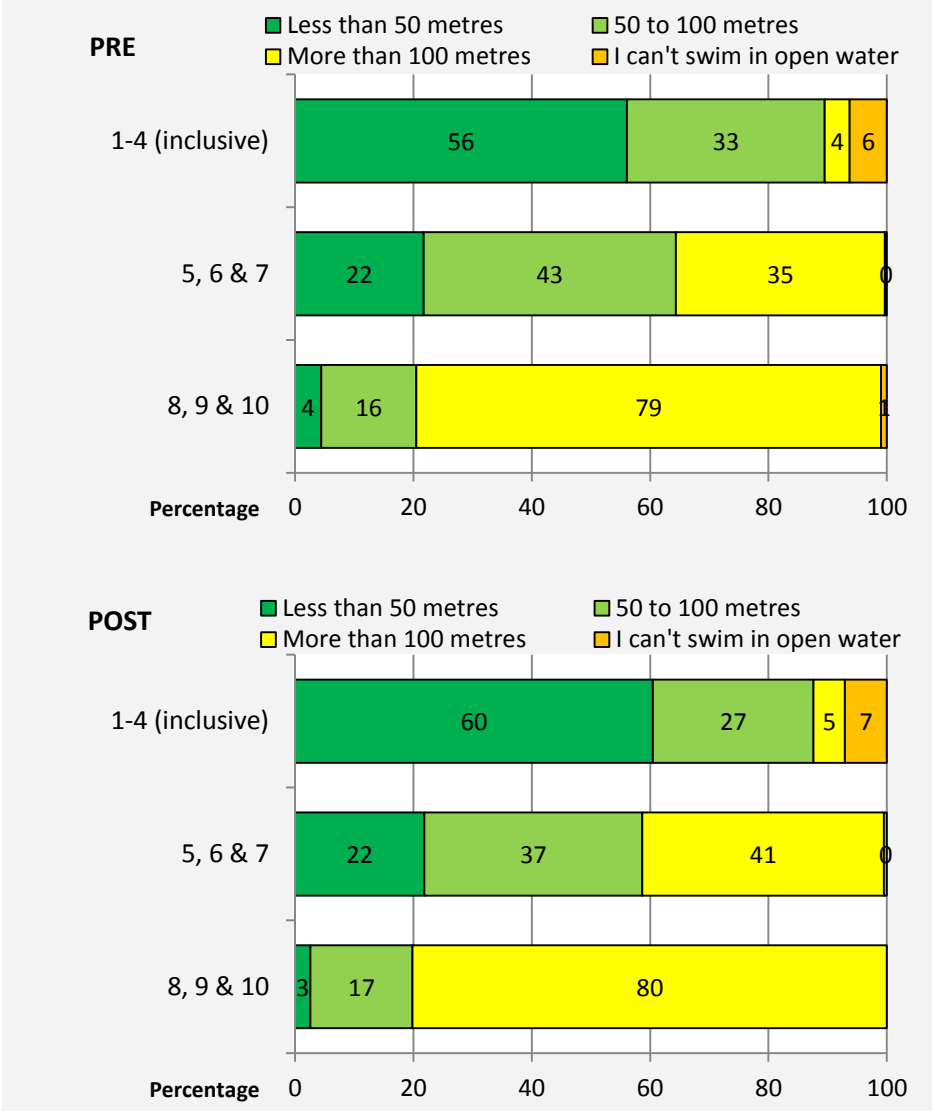
6.4. Swimming Ability & the Maximum Swimmable Distance in Open Water

Based on Figure 5, there was a positive relationship between self-rated swimming ability and the maximum distance that the respondents reported to be able to swim. Specifically, poor/non swimmers were more likely (Pre 56%, Post 60%) to report that they cannot swim more than 50 meters compared to average (Pre and Post, 22%) and strong swimmers (Pre 4%, Post 3%). Meanwhile, the majority of strong swimmers (Pre 79%, Post 80%) reported that they could swim further than 100 meters, which is significantly higher than the poor/non swimmers (Pre 4%, Post 5%) and average swimmers (Pre 35%, Post 41%).

Similar to the findings from the Pre Wave, these results suggest that self-rated swimming ability is a valid measure given its correlation with the reported maximum-swimmable distance across all respondents.

Figure 5: Self-Rated Swimming Ability & Distance Swimmable

Q8. On a scale of 1 to 10 where '10' means expert swimmer and '0' means cannot swim, how would you rate your swimming ability?
Q9. What is the maximum distance you think you could swim non-stop in open water (e.g. river, lake, creek, etc.)
Base: Respondents who rated their swimming ability as 1+ in Q8,
Pre base, n=551; Post base, n=566



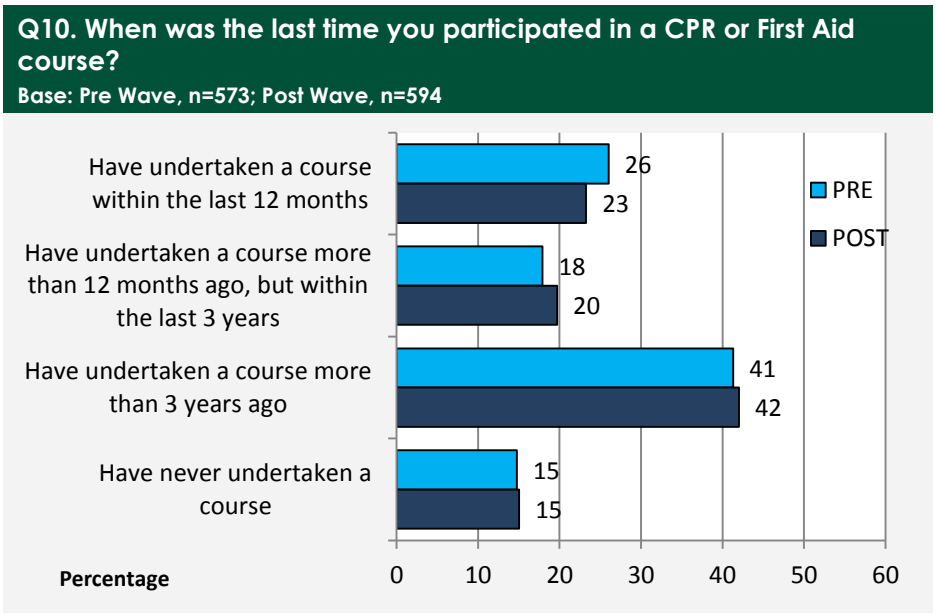
Demographic Differences

Following the examination of demographic differences in Sections 6.2 and 6.3, gender, age and frequency of visitation to aquatic locations were significant factors on the reported maximum-swimmable distance.

6.5. Prevalence of Undertaking a First Aid Course

The data for respondent participation in a first aid or CPR course is presented in Figure 6. Consistent with the Pre Wave, the majority of respondents (Pre and Post 85%) in the Post Wave indicated that they have participated in a first aid course at some time. Around one in four of these respondents have completed the course over three years ago (Pre 41%; Post, 42%). Around a quarter of the respondents (Pre, 26%; Post, 23%) reported that they had completed the course within the past 12 months.

Figure 6: Prevalence of Undertaking a First Aid Course



Demographic Differences

In both waves, the pattern of results did not differ across genders.

The Post Wave respondents aged 55+ were significantly less likely (27%) to have completed a first aid course within the past three years compared to those aged 18-34 (57%) and those aged 35-54 (53%). Additionally, they were significantly more likely to have never taken a first aid course (23%) compared to those aged 18-34 (10%) and 35-54 (9%). These findings did not differ from the Pre Wave.

In the Post Wave, those who reported that they have visited the Murray River within the past month are significantly more likely (29%) to have participated in a first aid course in the past 12 months compared to those who have visited the Murray River over a month ago (11%). This was not true for the Pre Wave data (31% for frequent visitors, 28% for occasional).

There was a positive relationship between reported swimming ability and the likelihood that a respondent has participated in a first aid course within the past three years. Specifically, strong swimmers were

significantly more likely (Pre 55%, Post 58%) to have participated in a first aid course compared to the poor/non swimmers (Pre 31%, Post 24%) and average swimmers (Pre and Post, 42%).

Respondents who reported that they frequently visit the Murray River (At least once a month) were significantly more likely (Pre 54%, Post 50%) to have completed a first aid course within the past three years compared to those who did not frequent the Murray River (Pre 43%, Post 44%).

7. Water Safety Behaviours

This section presents data for self-reported water safety behaviours, which were measured in terms of the frequency at which these behaviours were undertaken.

7.1. Key Post Wave Findings

63% Always or mostly check safety signs before entering the water	**47%** Never enter the water alone. 53% do, but 28% rarely do so, 14% sometimes and 11% mostly or always
60% Always encourage family or friends to wear a lifejacket on a watercraft	**70%** Never diving in to a river, creek or stream. This is significantly higher than the Pre Wave result (61%)

7.2. Regularity in Practicing Water Safe Behaviours

As seen in Figure 7, at least 50% of all respondents reported that they always or mostly engage in appropriate water safe behaviours.

Around six out of ten respondents (Pre 58%, Post 63%) indicated that they always or mostly checked safety signs before entering the water. A similar number of respondents reported that they have rarely or never entered the water alone (Pre 62%, Post 64%).

More than half (Pre 57%, Post 55%) reported that they always or mostly wear a lifejacket on a watercraft, while (Pre 70%, Post 67%) reported that they would always or mostly encourage family and friends to wear a lifejacket whilst on a watercraft. Consistent with the Pre Wave, the proportion of respondents who always encouraged their friends/family to wear a lifejacket (Pre 61%, Post 60%) is significantly higher than the proportion of those who reported that they always wear a lifejacket themselves (Pre 43%, Post 44%).

The proportion of respondents in the Post Wave (70%) who reported that they never dive into a river, creek or stream is significantly higher than the proportion of respondents that provided this response in the Pre Wave (61%). Out of those who do engage in this behaviour (n=161), the majority (Pre 80%, Post, 77%) of respondents always check for submerged objects before diving.

Figure 7: Frequency Practice Water Safe Behaviours

Demographic Differences

The frequency at which respondents check safety signs at aquatic locations before entering the water.

- ✧ Females (Pre 42%, Post 48%) were significantly more likely than males (Pre 32%, Post 34%) to always engage in this behaviour.
- ✧ In the Post Wave, those aged 18-34 were significantly more likely (14%) to never do this compared to those aged 35-54 (7%) or 55+ (4%). This difference was not present in the Pre Wave, in which the proportion of respondents who do not engage in this behaviour did not differ across age groups (18-34 6%, 35-54 11%, 55+ 7%).

- ✧ Respondents who reported that they had not engaged in swimming or recreational activities on the Murray River in the past 12 months were significantly more likely to avoid the water (Pre 28%, Post 29%) compared to those who have visited the river within the past month (Pre 5%, Post 6%).
- ✧ The Post Wave respondents who indicated that they frequently visit an aquatic location (at least once a month) were more likely (67%) to always/mostly participate in this behaviour compared to the occasional visitors (54%). The same result was not present in the Pre Wave (frequent 60%, occasional 58%).

Frequency respondents enter water alone

- ✧ Males (Pre 12%, Post 16%) were significantly more likely than females (Pre and Post 7%) to report doing always/mostly engaging in this behaviour.
- ✧ In the Post Wave, respondents aged 18-34 are significantly more likely (78%) to report that they swim alone compared to those aged 35-54 (68%) and 55+ (52%). In the Pre Wave, there was no difference between the 18-34 year olds and those aged 35-54 (70% and 69% respectively), but those aged 55+ were significantly more likely to never participate in this behaviour (53%).
- ✧ The proportion of respondents who reported that they never/rarely go swimming alone did not vary by the frequency of visitation in either the Pre or the Post wave.
- ✧ A higher proportion of swimmers who rate themselves as being able to swim further than 100m, were significantly more likely to report that they always/mostly enter the water alone (Pre 15%, Post 18%) compared to those that reportedly cannot swim more than 100 meters (Pre 5%, Post 6%)

Frequency respondents wear a lifejacket on a watercraft

- ✧ Males (Pre 20%, Post 21%) were significantly more likely than females (Pre 10%, 9%) to report rarely/never wearing a lifejacket.
- ✧ The respondents aged 55+ were significantly more likely (Pre 29%, Post 28%) to report that they never go on a watercraft compared to 18-34 year olds (Pre 9%, Post 10%) and 35-54 year olds (Pre 7%, Post 11%).
- ✧ Poor/non swimmers were significantly more likely to report that they go on a watercraft (Pre 28%, Post 38%) compared to the average (Pre 16%, Post 13%) and strong swimmers (Pre 16%, Post 12%); the trend for more respondents to report they had gone on a watercraft in the Post Wave might be due to these interviews being in summer, while the Pre Wave interviews were in spring

Frequency respondents encourage family or friends to wear a lifejacket on watercraft

- In the Post Wave, males were significantly more likely than females to report rarely/never engaging in this behaviour (10% versus 3%). However, this difference was not significant in the Pre Wave (6% males, 3% females).
- Post Wave, respondents aged 18-34 were significantly more likely (12%) to indicate that they rarely/never participate in this behaviour compared to the 35-54 year olds (4%) and those aged 55+ (6%). This finding deviates from the Pre Wave, which found no significant difference between the age groups when it comes to rarely/never engaging in this behaviour.
- Self-rated poor/non swimmers were more likely to report never being on a watercraft (Pre 32%, Post 40%) compared to average (Pre 18%, Post 19%) and strong swimmers (Pre 15, Post 14%). Similarly, those who indicated that they cannot swim more than 50 meters are significantly more (Pre 36%, Post 35%) likely to never board a water craft compared to those who can reportedly swim further (Pre 13%, Post 16%).

Frequency respondents check for submerged objects before diving in to a river, creek or stream

- Females are significantly more likely to indicate that they never dive into a river, creek or stream (Pre 68%, Post 81%) compared to males (Pre 56%, Post 59%).
- There were no other notable differences based on age, recency of visitation to the Murray River, swimming ability or frequency of visitation to any aquatic location.

8. Reported Aquatic Exposure

This section presents the data related to the frequency of visits to aquatic locations in the last 12 months with a particular focus on rivers, creeks and streams. Details were provided regarding the type of aquatic location visited, with a breakdown of visitation frequency over this period.

This section also details which activities were undertaken at these locations, and when these visits mainly occurred over the past 12 months.

8.1. Key Post Wave Findings

85% Visited a river in the last 12 months	**56%** Visited a river on a monthly basis in the past 12 months
42% Visited the Murray River within the past week. This is significantly higher than the result from the Pre Wave (25%).	**61%** Visited the Murray River and walked beside the water

8.2. Frequency of Visitation to Aquatic Locations

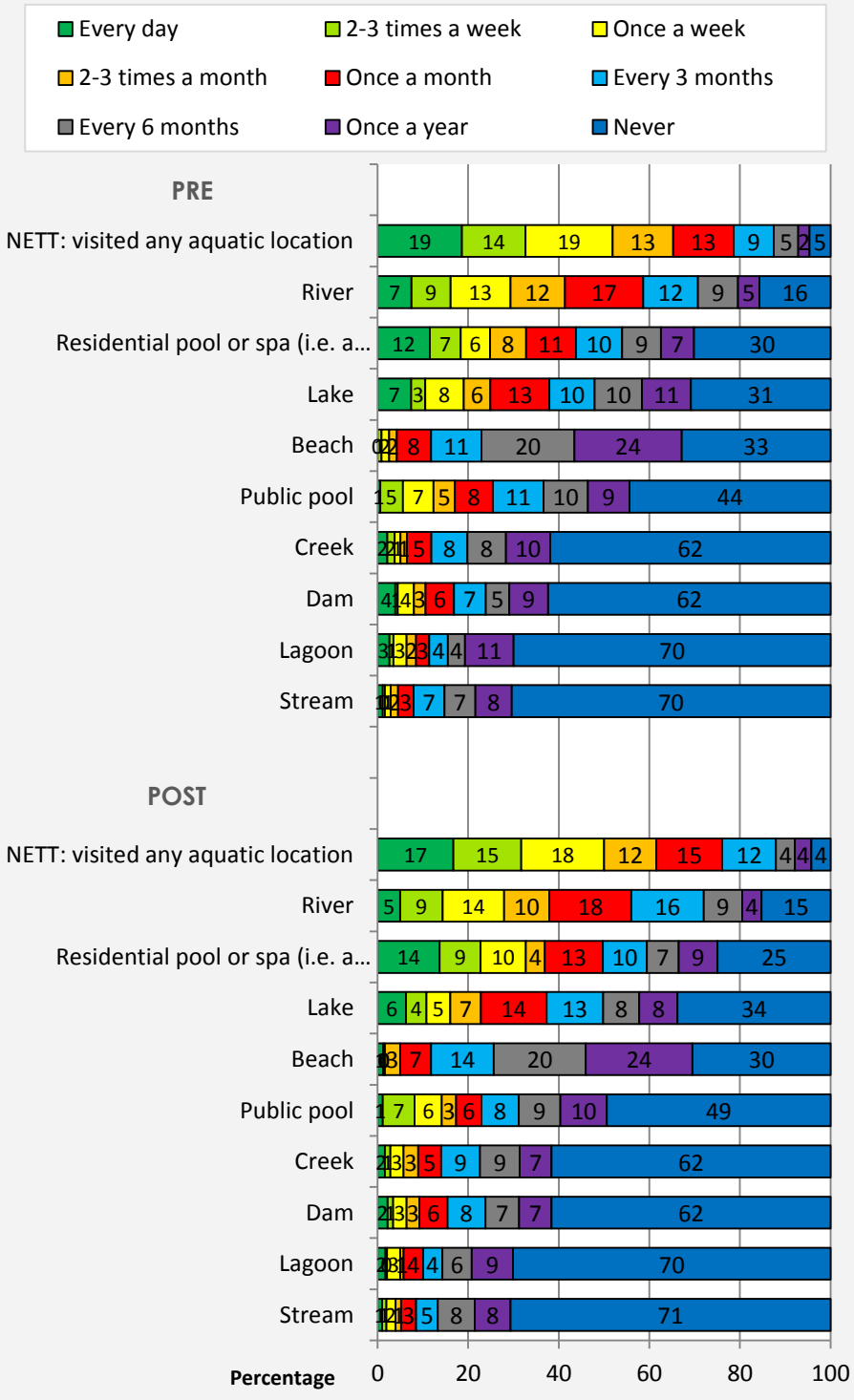
Based on the results from Figure 8, at least half of the respondents (50%) reported that they visited one of the aquatic locations at least once a week. Over three quarters of the respondents indicated that they visit an aquatic location on a monthly basis over the past 12 months (Pre 79%, Post 76%). Around one out of five respondents (Pre 17%, Post 20%) were occasional visitors (i.e., they visit at least once a year, less than once a month). With only a small percentage of respondents reporting that they have not visited an aquatic site within the past 12 months (Pre 5%, Post 4%).

Rivers were the most visited location with the majority (Pre 84%, Post 85%) of respondents reporting that they had visited a river within the past 12 months and over half (Pre 59%, Post 56%) indicating that they had visited a river one or more times per month. Residential pools/spas (Pre 44%, Post 50%) and lakes (Pre 38%, Post 37%) had the second and third highest rates of monthly visitations. 42% of Post wave respondents reported that they have visited the Murray River over the past week, which is significantly higher than the finding from the Pre Wave (25%), this difference can be attributed to general seasonal effects, whereby

a respondents are more likely to visit the river during the hotter months when the Post Wave was conducted.

Figure 8: Frequency of Visiting Aquatic Locations in Last 12 Months

Q11. On average how often did you visit the following aquatic locations in the last 12 months?
Base: Pre Wave, varies from n=322 to 573 per aquatic location
Post Wave, varies from n = 262 to 594 per aquatic location



Demographic Differences

In the Post Wave data, Females were significantly more likely to report that they have not visited a dam, creek or stream in the past 12 months (61%, 57%, and 55% respectively) compared to males (39%, 43%, and 45%). The Pre Wave presents a slightly different pattern in that Females are more likely to have not visited a river (63% versus 37%), lake (63% versus 37%), dam (59% versus 41%) and stream (53% versus 47%).

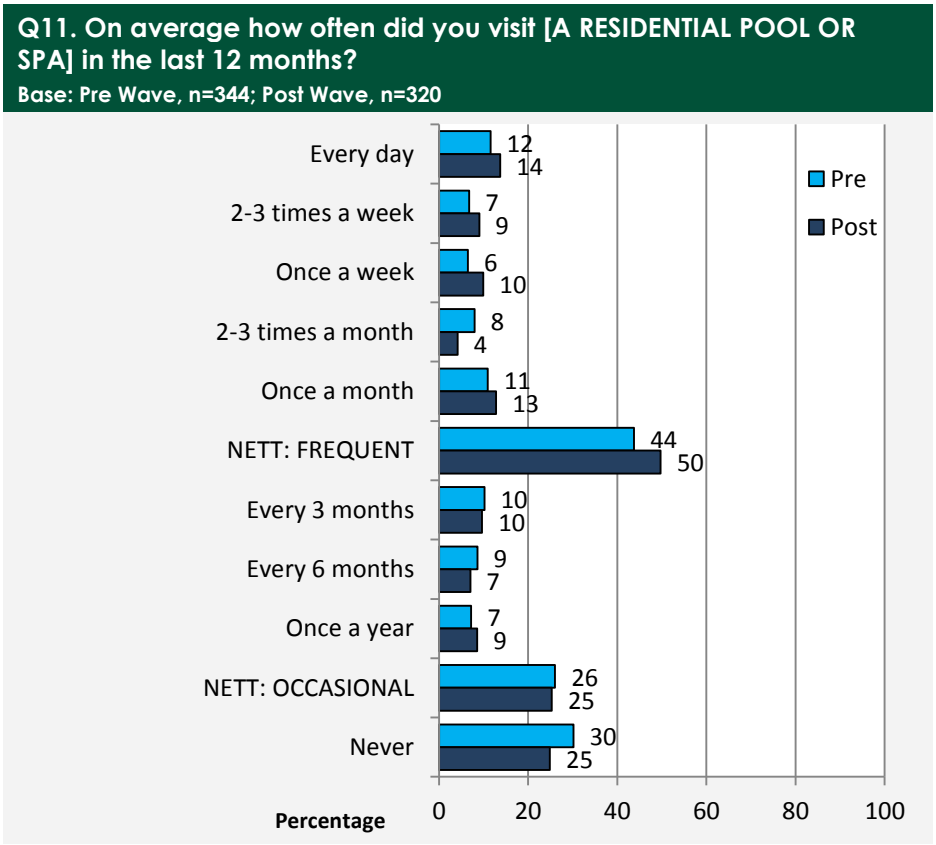
In the Post Wave, the oldest age group (those aged 55+) were significantly more likely to report that they have not visited a residential pool/spa (60%) or a public pool (Post 53%) over the past year compared to those aged 18-34 (residential pool: 16%, public pool: 22%) and those aged 35-54 (both residential and public pool: 25%). There was a clear trend in which a significantly smaller proportion of those aged 55+ reported that they visited an aquatic location on a monthly basis (69%) compared to those aged 18-34 (85%) and 35-54 (79%). These results are consistent with those from the Pre Wave.

The frequency of visitation to an aquatic location has a positive relationship with swimming ability. That is, those who are poor/non swimmers were less likely to visit an aquatic location on a monthly basis (Pre 65%, Post 56%) compared to the average (Pre 80%, Post 79%) and strong swimmers (Pre 84%, Post 85%). Similarly, those who reported that they cannot swim more than 50 meters were less likely to frequent an aquatic location (Pre 67%, Post 60%) compared to those who indicated that they can swim up to 100 meters (Pre 77%, Post 74%) and those who can reportedly swim over 100 meters (Pre and Post 88%).

8.3. Details of Visit Frequency to a Residential Pool or Spa

As shown in Figure 9, the majority (Pre 70%, Post 75%) of Post Wave respondents reported that they had visited a residential pool or spa in the last 12 months. Respondents were significantly more likely to have been frequent visitors (Pre 44%, Post 50%) than occasional visitors (Pre 26%, Post 25%).

Figure 9: Res. Pool/Spa Visit Frequency



Demographic Differences

In the Post Wave, there were no significant differences between males and females in terms of reported pool/spa visits.

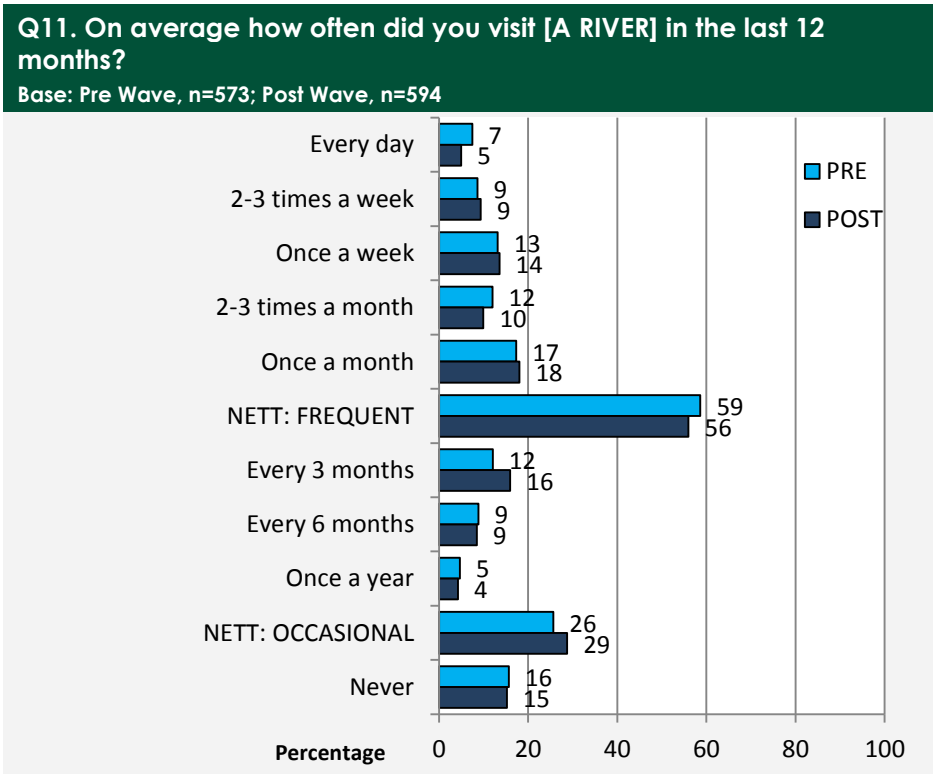
A significantly higher proportion (38%) of respondents aged 55+ reported that they had not visited a residential pool/spa compared to those aged 18-34 (15%) and 35-54 (18%). There was a negative relationships between age and proportion of frequent visitors in the age group, specifically, those aged 18-34 had the highest proportion of visitors (65%), followed by 35-54 (55%) and 55+ (34%).

Not surprisingly, the proportion of self-rated poor/non swimmers who reported that they visited a pool or spa frequently was significantly smaller (29%) than the average (53%) and strong swimmers (62%). In the Post Wave, the respondents who reported that they cannot swim more than 50 meters were significantly more likely (40%) to indicate that they have not visited this aquatic location compared to those who believed that they can swim more than 50 meters (18%).

8.4. Details of Visit Frequency to a River

As shown in Figure 10, the majority of respondents (Pre 84%, Post 85%) reported that they have visited a river in the past 12 months.

Figure 10: River Visit Frequency



Demographic Differences

While the Pre Wave data indicated that females were significantly more likely to report that they have never visited a river in the past 12 months, the Post Wave data shows that females are significantly more likely (61%) to have frequented a river compared to males (51%).

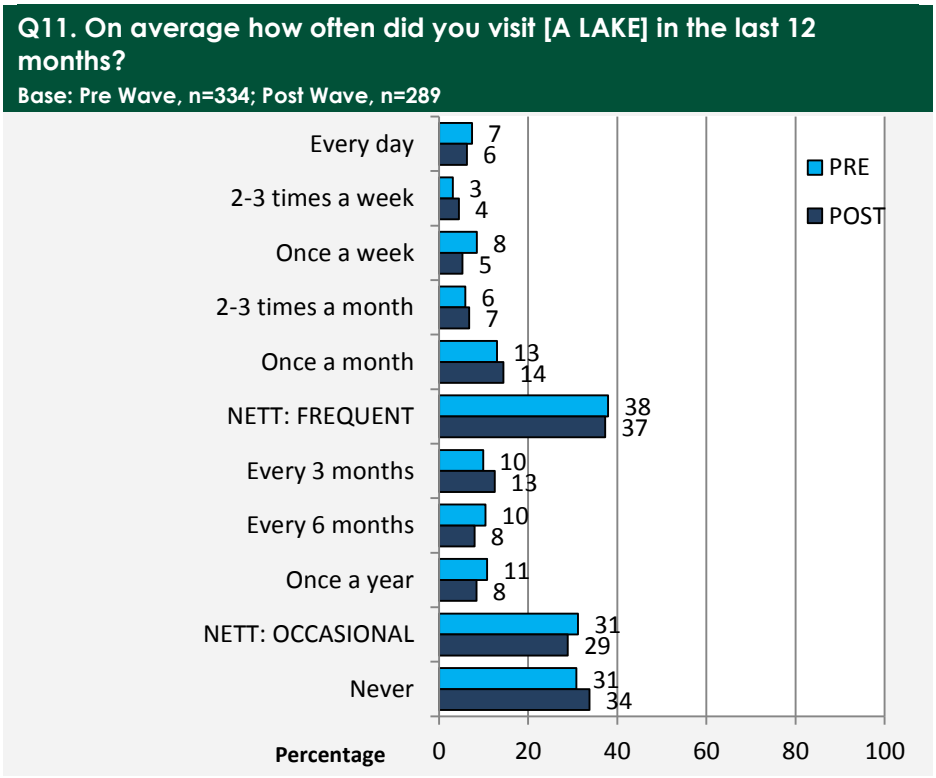
Similar to the Pre Wave, those in the Post Wave aged under 55 years were significantly more likely to be frequent visitors of the river (60%) compared to those aged 55+ (50%).

The reported visitations to rivers were higher for those who provided a higher rating of their swimming ability. That is, poor/non swimmers were significantly less likely to be a frequent visitor (Pre 47%, Post 41%) than average (Pre 59%, Post 56%) or strong (Pre 65%, Post 66%) swimmers.

8.5. Details of Visit Frequency to a Lake

Based on the results shown in Figure 11, the majority (Pre 69%, Post 66%) of respondents reported that they had visited a lake in the past 12 months. There was no significant difference between the proportion of frequent visitors (Pre 38%, Post 37%) and occasional visitors (Pre 31%, Post 29%)

Figure 11: Lake Visit Frequency



Demographic Differences

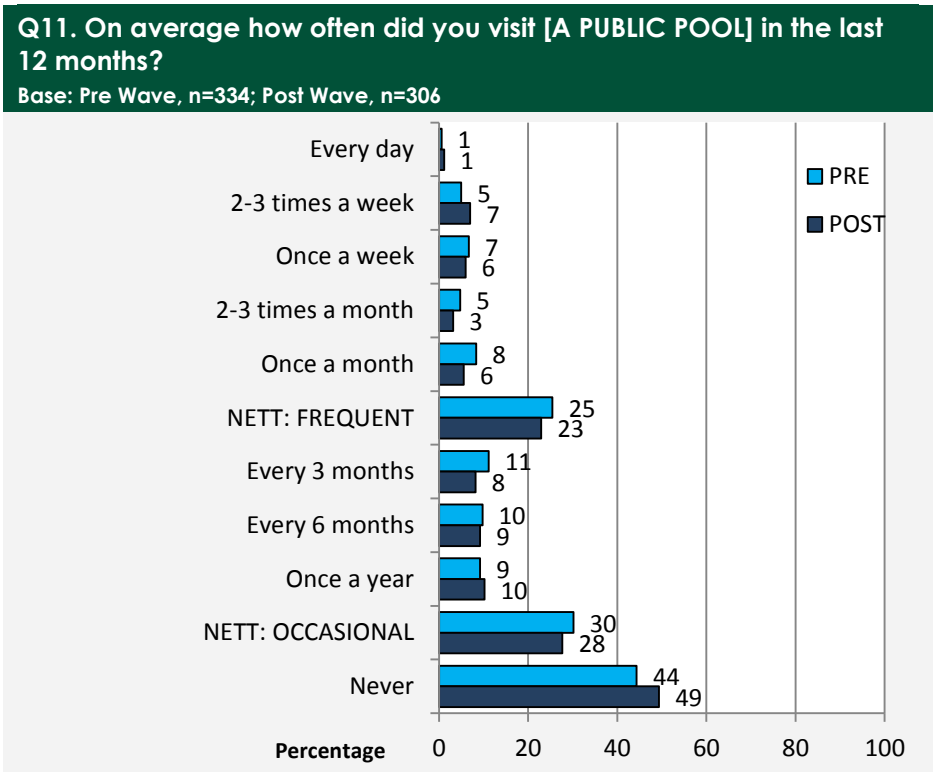
There were no significant differences the reported frequency of visitation to a lake due to the gender or age of the respondent.

A significantly higher proportion of strong swimmers (Pre 48%, Post 47%) reported that they frequented a lake compared to the poor/weak swimmers (Pre 37%, Post 30%). In the Post Wave, 46% of respondents who reported that they could swim more than 100 meters also indicated that they were frequent lake visitors, this is significantly higher than the proportion of self-reported weak swimmers (could only swim less than 50 meters) who also indicated that they were frequent lake visitors (29%). The same pattern was present in the Pre Wave.

8.6. Details of Visit Frequency to a Public Pool

Figure 12 shows that, around one in four (Pre 25%, Post 23%) respondents reported that they were frequent visitors to a public pool in the past 12 months. A little less than a third of the respondents (Pre 30%, Post 28%) reported that they were occasional visitors and a little less than half (Pre 44%, Post 49%) reported that they have not visited a public pool.

Figure 12: Public Pool Visit Frequency



Demographic Differences

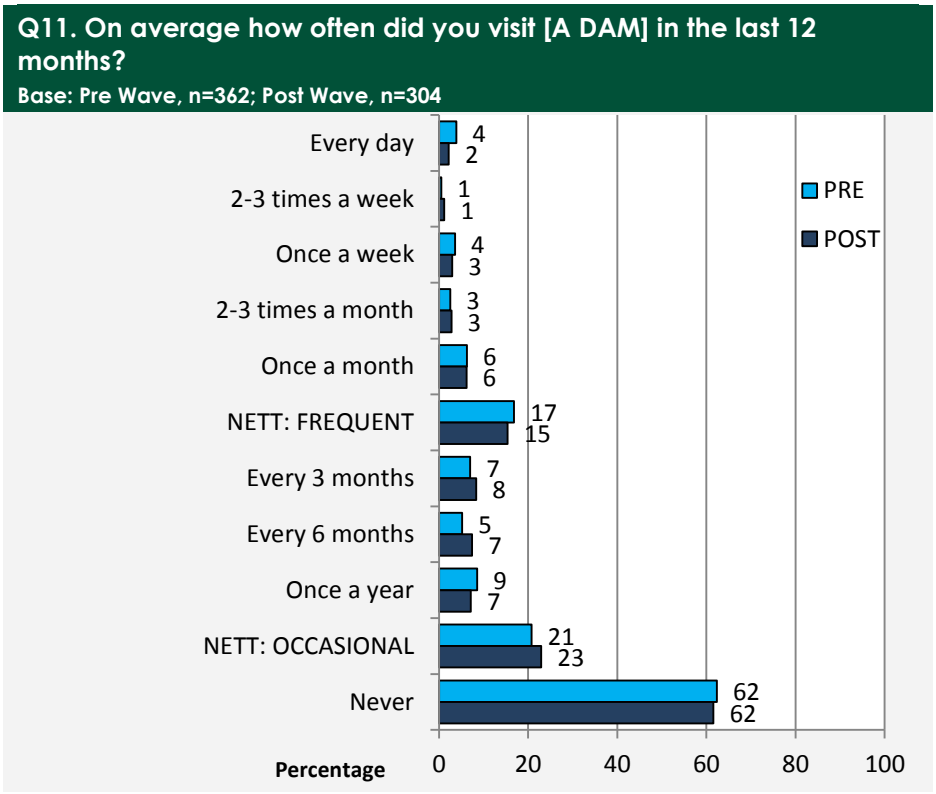
Similar to the Pre Wave data, there were no significant differences between males and females in terms of the frequency of public pool visitation. Additionally, age did not have an impact on the reported frequency of visitation.

A significantly higher proportion of strong swimmers reported that they frequently visited a public pool (Pre 31%, Post 37%) when compared to poor/non swimmers (Pre 13%, Post 11%) Those who reportedly cannot swim more than 50 meters were significantly less likely to indicate that they have visited a public pool on a frequent basis (Pre 11%, Post 9%) compared to those who can reportedly swim more than 50 meters (Pre 31%, Post 27%).

8.7. Details of Visit Frequency to a Dam

As shown in Figure 13, 62% of both Pre and Post wave respondents reported that they did not visit a dam in the past 12 months.

Figure 13: Dam Visit Frequency



Demographic Differences

In the Post Wave, a significantly higher proportion of females (70%) reported that they had not visited a dam over the past 12 months compared to males (52%).

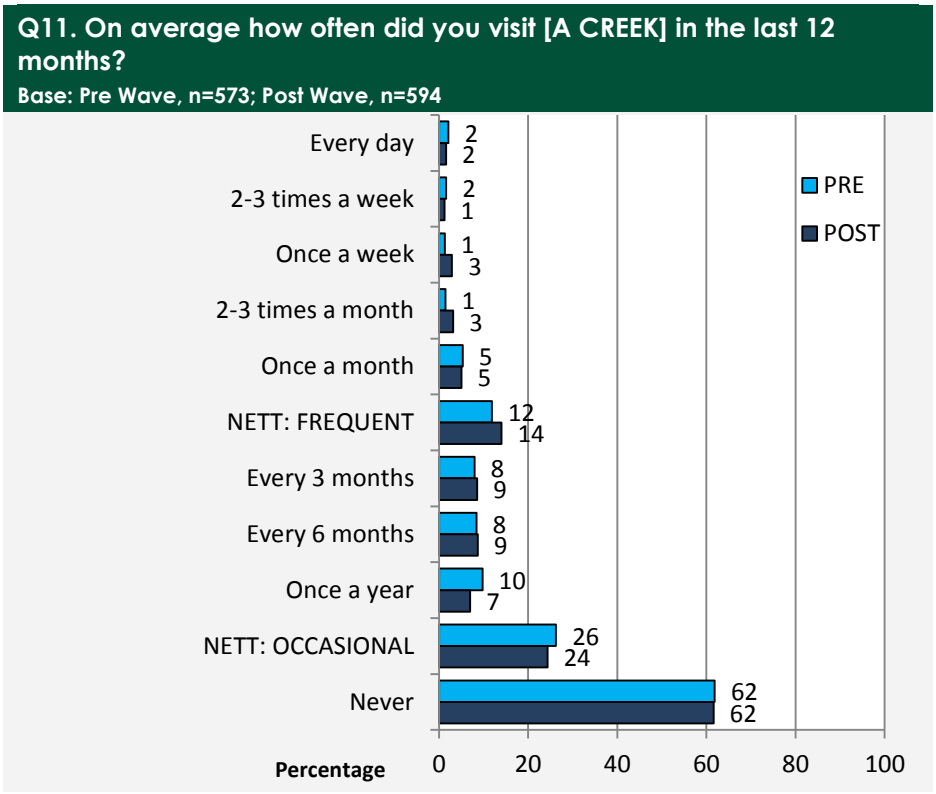
While the Pre Wave data showed that the proportion of frequent visitors to a dam was higher for the younger age groups compared to the older ones. The Post Wave data showed no significant difference across the various age groups (16% for 18-34, 21% for 35-54, and 11% for 55+).

In the Post Wave, those who reported that they could swim more than 100 meters were more likely (22%) to indicate that they have frequently visited a dam compared to those that cannot swim up to 100 meters (10%). Although this difference was also present in the Pre Wave (21% for strong swimmers and 13% for the weaker ones), it was not statistically significance.

8.8. Details of Visit Frequency to a Creek

As shown in Figure 14, a quarter (Pre 26%, Post 24%) of the respondents reported being occasional visitors to a creek in the past 12 months, around one out of ten (Pre 12%, Post 14%) reported being frequent visitors and 62% of respondents reported that they had never visited a creek in the last 12 months.

Figure 14: Creek Visit Frequency



Demographic Differences

In the Post Wave data, males were significantly more likely (18%) to report that they visited a creek on a frequent basis compared to females (10%). The result was not present in the Pre Wave (14% males, 9% females).

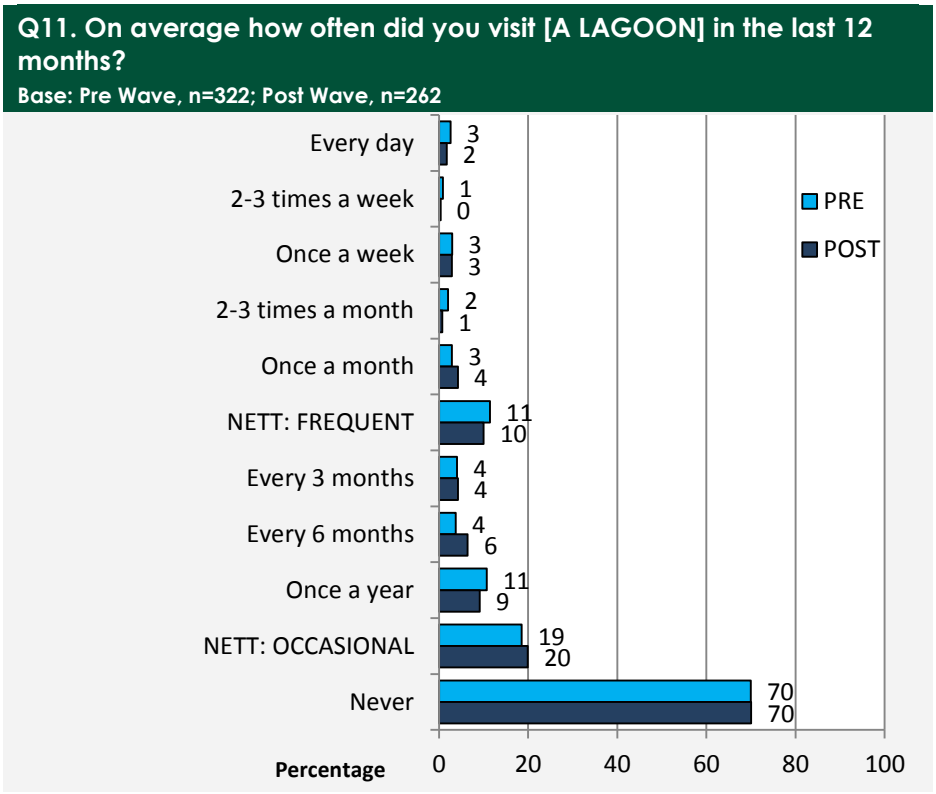
When the Post Wave data was examined by age, a significantly lower proportion (10%) of those aged 55+ were frequent visitors of a creek compared to the those aged 18-34 (21%) and 35-54 (14%). On the other hand, the results from the Pre Wave suggests that those aged 35-54 were significantly more likely to report that they frequent a creek (27%) compared to those aged 18-34 (8%) and 55+ (9%).

Those who believed they could swim less than 50 metres in open water were significantly less likely (Pre 8%, Post 9%) than those who believed they could swim more than 100 metres (Pre 17%, Post 19%) to report being frequent visitors to creeks in the last 12 months.

8.9. Details of Visit Frequency to a Lagoon

As shown in Figure 15, 70% of all respondents reported that they have not visited a lagoon in the last 12 months and the reported frequency of visitation to a lagoon was significantly more likely to be occasional (Pre 22%, Post 24%) than frequent (Pre 8%, Post 6%).

Figure 15: Lagoon Visit Frequency



Demographic Differences

Males (Pre 34%, Post 39%) were more likely than females (Pre 27%, Post 21%) to report being frequent visitors to lagoons in the last 12 months. This difference was only statistically significant for the Post Wave data.

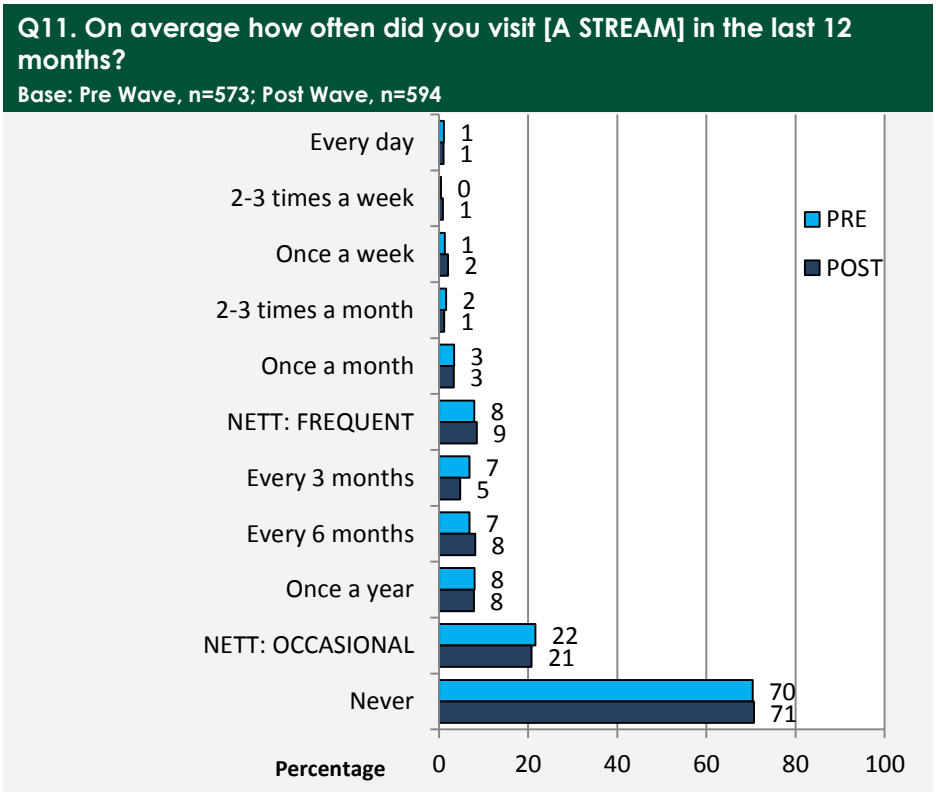
Post Wave respondents aged 18-34 were more likely (24%) to report that they are frequent visitors of a creek compared to the older age groups (5% for 35-54 year olds, and 8% for 55+). This outcome was not present in the Pre Wave (11% for 18-34, 12% for 35-54 and 11% for 55+).

Post Wave respondents who reported that they cannot swim more than 50 meters were more likely to indicate that they haven't visited a creek in the past 12 months (90%), compared to those who can reportedly swim further (72% for 50-100 meters and 59% for 100+ meters). There were no significant differences in the Pre Wave when the data was examined by the reported maximum swimmable distance.

8.10. Details of Visit Frequency to a Stream

Figure 16 shows that, seven out of ten (Pre 70%, Post 71%) of respondents reported that they have not visited a stream in the last 12 months and the reported frequency of visitation to a lagoon was more likely to be occasional (Pre 22%, Post 21%) than frequent (Pre 8%, Post

Figure 16: Stream Visit Frequency



Demographic Differences

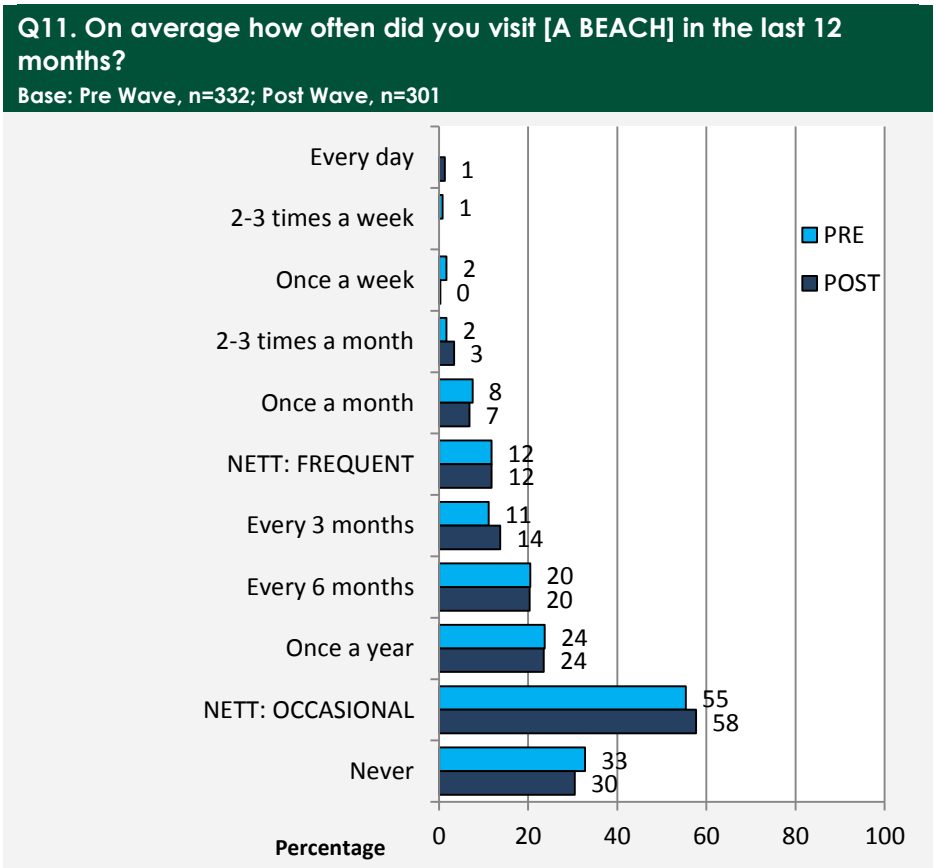
In the Post Wave, males were significantly more likely than females to report they had frequently visited a stream in the last 12 months (12% versus 5% respectively). There was no significant difference between genders in the Pre Wave (10% for males, 6% for females).

There were no significant differences in visitation frequency to a stream when the data was examined by age or self-reported swimming ability. Those who reported that they could swim further than 100 meters were more likely to indicate that they are frequent visitors of a stream (Pre and Post 12%) compared to those who cannot swim up to 100 meters (Pre 6%, Post 5%).

8.11. Details of Visit Frequency to Beaches

Based on Figure 17, respondents were significantly more likely to report occasional visitation to a beach (Pre 55%, Post, 58%) than frequent visitation (Pre and Post 12%) in the past 12 months while around one third (Pre 33%, Post 30%) reported not having visited a beach in the past 12 months.

Figure 17: Beach Visit Frequency



Demographic Differences

When the both waves of data were examined by gender, there were no significant differences. There were no significant differences when the Post Wave data was examined by age, but the Pre Wave data showed that respondents aged 35-54 were significantly more likely to report visiting the beach compared to those aged 18-34 (12%) and 55+ (11%).

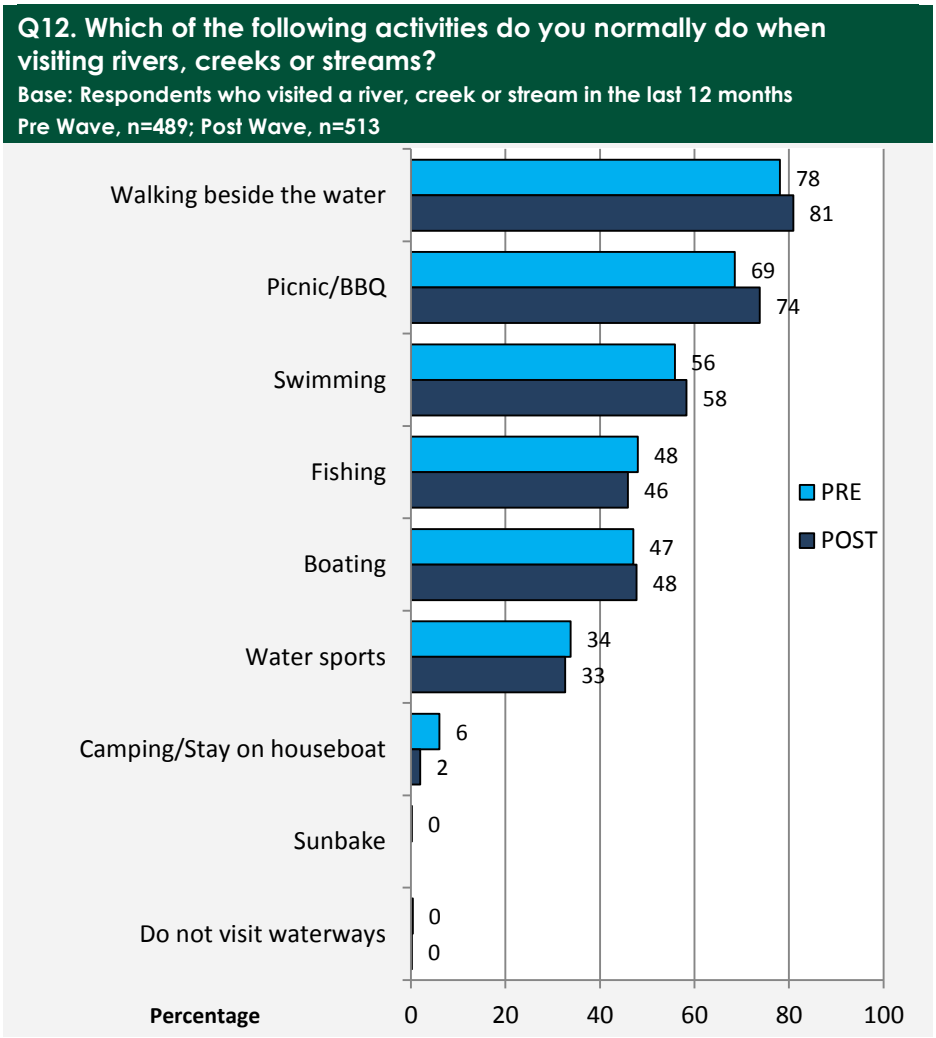
In the Post Wave, a significantly higher proportion (23%) of self-rated strong swimmers reported that they frequented a beach when compared to the average (9%) and poor/non-swimmers (1%). Similarly, those who believed that they could swim further than 100 meters were more likely (21%) to indicate that they frequented a beach compared to those who cannot (5%). These trends were not present in the Pre Wave data, which could potentially be attributed to the increase in frequent visitations to the beach during the Post Wave season.

8.12. Aquatic Activities at Rivers, Creeks & Streams

All respondents who reported that they have visited a river, creek and/or stream in the Post Wave were asked about the frequency at which they engaged in certain activities at these aquatic locations.

Based on Figure 18, walking beside the water (Pre, 78%, Post, 81%) was the most popular aquatic activity undertaken in the past twelve months followed by having a picnic/BBQ (Pre 69%, Post 74%), swimming (Pre 56%, Post 58%), fishing (Pre 48%, Post 46%), boating (Pre 47%, Post 48%) and engaging in water sports (33%).

Figure 18: Activities Normally Undertaken at Aquatic Locations



Demographic Differences

The demographic differences in the Post Wave with respect to walking beside the water in the last 12 months were as follows:

- Females (Pre 84%, Post 87%) were significantly more likely than males (Pre 73%, Post 75%) to report walking beside the water in the last 12 months.
- In the Post Wave, the proportion of 35-54 year olds who participated in this activity (74%) was significantly smaller than those for 18-34 year olds (87%) and those aged 55+ (84%). There were no significant differences in the Pre Wave data.

The demographic differences with respect to holding a picnic/BBQ when visiting rivers, creeks or stream in last 12 months were as follows:

- Unlike in the Pre Wave, in which females (75%) were more likely to engage in this activity than males (63%), there is no significant difference across genders in the Post Wave.
- Those aged 55+ (Pre 60%, Post 67%) were significantly less likely than those aged 18-34 (Pre 74%, Post 83%) to have a picnic/BBQ beside the water in the past 12 months.

The demographic differences with respect to swimming when visiting rivers, creeks or stream in last 12 months were as follows:

- There were no significant gender-related differences
- The reported incidence of swimming decreased with age. That is, those aged 55+ (Pre 39%, Post 40%) were significantly less likely than those aged 18-34 (Pre 72%, Post 82%) and 35-54 (Pre 63%, Post 64%) to report that they have participated in this activity.
- Not surprisingly, self-reported poor/non swimmers (Pre 20%, Post 26%) were more significantly less likely to report that they have engaged in this behaviour compared to average (Pre 60%,Post 59%) and strong (Pre 68%, Post 76%) swimmers.
- Similarly, those who believed that they could swim further than 100 meters (Pre and Post 69%) were significantly more likely to report having swum in these aquatic locations compared to those that cannot swim more than 100 meters (Pre 48%, Post 52%).

The demographic differences with respect to fishing when visiting rivers, creeks or stream in last 12 months were as follows:

- Males (Pre 55%, Post 54%) were significantly more likely than females (Pre 40%, Post 38%) to report having fished in the past 12 months
- When the findings were examined by age, there were no significant differences in the Post Wave. For the Pre Wave, those aged 55+ were significantly less likely (37%) to engage in this behaviour compared to the younger age groups (59% for 18-34 year olds, 52% for 35-54 year olds).
- Respondents who believed that they cannot swim more than 50 meters were significantly less likely (Pre 38%, Post 32%) to indicate that they had gone fishing compared to those who can reportedly swim more than 50 meters (Pre 52%, Post 50%).

The demographic differences with respect to boating when visiting rivers, creeks or stream in last 12 months were as follows:

- Males (55%) were significantly more likely than females to report that they have participated in this behaviour in the Post Wave, while there was no significant difference in the Pre Wave.

- ✧ Respondents aged 55+ were significantly less likely (Pre and Post 33%) to report that they have been on a boat in the past 12 months compared to the younger respondents (Pre 56%, Post 57%).
- ✧ Respondents who believed that they were strong swimmers were significantly more likely (Pre 56%, Post 58%) to indicate that they had been boating compared to the average (Pre 45%, Post 48%) and poor/non swimmers (Pre 35%, Post 28%).
- ✧ Similarly, those who believed that they can swim more than 50 meters were significantly more likely (53%) to indicate that they have engaged in this activity compared to those who cannot swim more than 50 meters (34%).

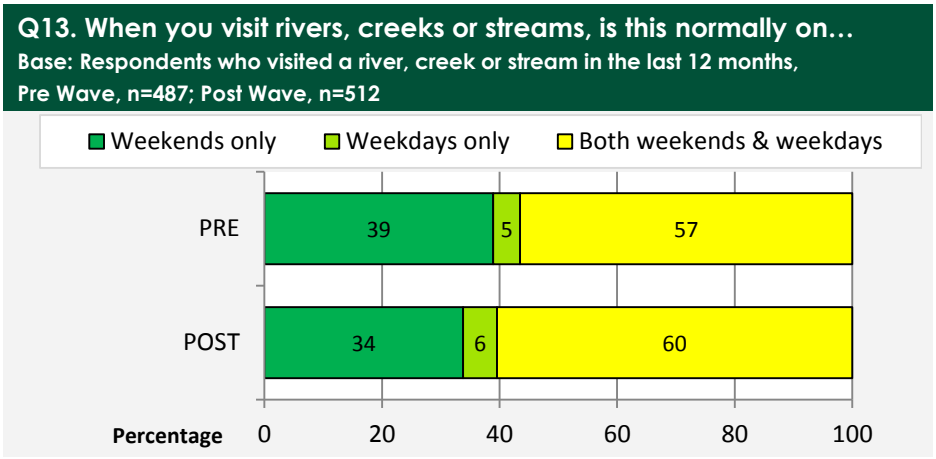
The demographic differences with respect to water sports when visiting rivers, creeks or stream in last 12 months were as follows:

- ✧ There were no significant differences when the data was examined by gender.
- ✧ Respondents aged 55+ were significantly less likely (Pre 16%, Post 15%) than those aged 18-34 (Pre 46%, Post 49%) and those aged 35-54 (Pre 43%, Post 42%).
- ✧ Self-rated strong swimmers were significantly more likely to indicate that they have participated in water sports (Pre 49%, Post 48%) compared to the poor/non swimmers (Pre 10%, Post 11%).
- ✧ Respondents who believed that they could swim more than 100 meters were significantly more likely to indicate that they participated in the activity (Pre 44%, Post 45%) compared to those who reportedly cannot swim more than 100 meters (Pre 26%, Post 22%).

8.13. When were Rivers, Creeks or Streams Visited

As shown in Figure 19, around six out of ten respondents (Pre 57%, Post 60%) reported that their visits to rivers, creeks and streams normally took place on both weekends and week days. 39% of Pre Wave and 34% of Post Wave respondents indicated that they normally visit rivers, creeks and streams on weekends only. A small percentage (Pre 5%, Post 6%)

Figure 19: Days of Week Visits Were Made



Demographic Differences

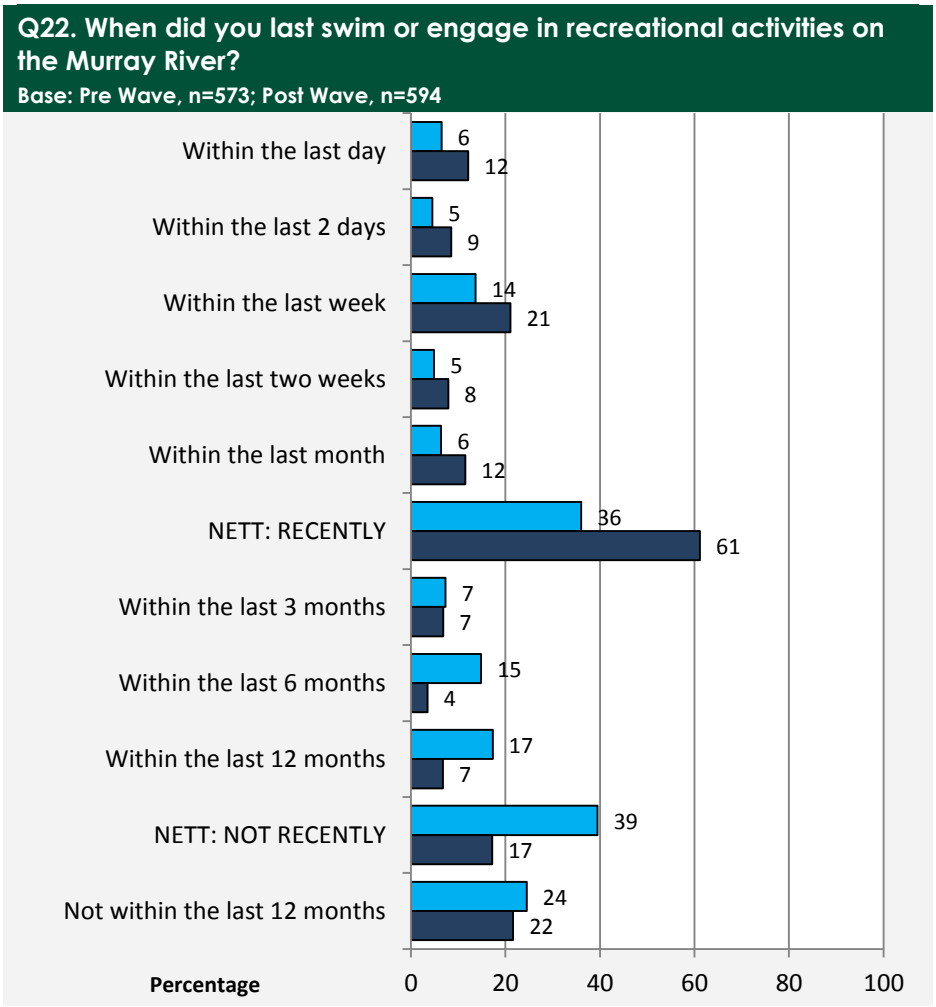
There were no significant differences between genders in terms of the time at which these aquatic locations were visited. Respondents aged 55+ were significantly more likely (Pre 65%, Post 70%) to report that they visit these aquatic locations on both weekdays and weekends compared to those aged 18-34 (Pre 58%, Post 57%) and 35-54 (Pre 46%, Post 52%).

There were no significant trends or differences in the reported timing of visits to rivers, creeks and streams based on one's assessment of their swimming ability, or one's perceived maximum swimming distance.

8.14. Most Recent Visit to Murray River

Figure 20 shows that 42% of respondents in the Post Wave reported visiting the Murray River within the last week, a further 19% reported having visited within the last month. A total of 58% of respondents reported having visited the Murray River within the last 6 months, with a total of three quarters (78%) having visited within the last 12 months. A quarter (22%) indicated it had been more than a year since their last visit. Overall, the proportions of respondents in the Post Wave who have visited the Murray River recently (61%) were significantly higher than the proportion of respondents who fit into that category in the Pre-Wave (36%). In other words, there is an increase in the frequency at which respondents visit the Murray River in the Post Wave compared to the Pre Wave. Again, this increase of visitation could be attributed to the seasonal effects, in which respondents are more likely to visit an aquatic location during the summer months.

Figure 20: Last Visit to Murray River



Demographic Differences

When the data was examined by gender, there were no significant differences. Respondents aged 55+ were significantly (Pre 28%, Post 52%) less likely to have visited the Murray River within the past month compared to those aged 18-34 (Pre 43%, Post 55%) and 35-54 (Pre 41%, Post 54%).

Respondents who rated their swimming ability as strong were significantly more likely to indicate that they have visited the Murray River within the past week (Pre 34%, Post 52%) compared to the average (Pre 22%, Post 41%) and the poor/non swimmers (Pre 15%, Post 29%). Additionally, those who believed that they could swim more than 100 meters were significantly more likely to report that they have visited the river in the past week (Pre 31%, Post 53%) compared to the weaker swimmers (Pre 21%, Post 33%).

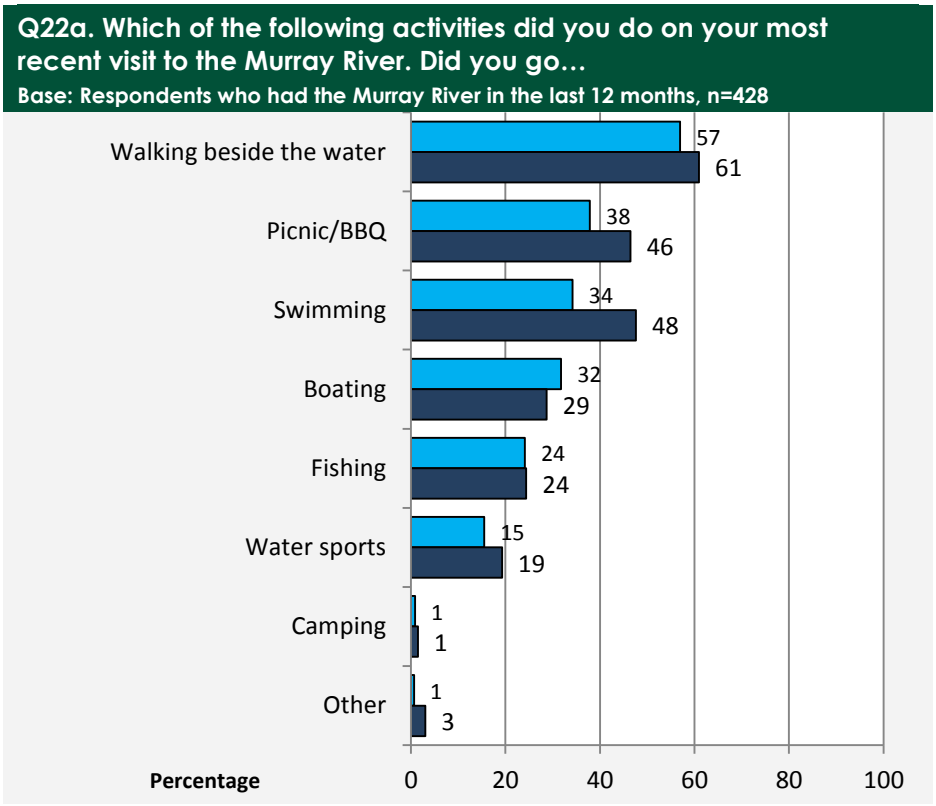
8.15. Activities Undertaken on Murray River

Consistent with the Pre Wave, the Post Wave respondents who reported that they had visited the Murray River in the last 12 months were asked a

follow-up question about the activities they had undertaken on their most recent visit.

These findings are summarized in Figure 21. In the Post Wave, walking beside the Murray River (61%) was the most popular activity undertaken, followed by swimming (48%), having a picnic/BBQ (46%), boating (29%), fishing (24%) and water sports (19%). In comparison to the Pre Wave, the proportion of respondents who reported that they participated in swimming and picnic/BBQ were significantly higher in the Post Wave (48% and 46% versus 34% and 38% in the Pre Wave).

Figure 21: Activities Normally Undertaken at Murray River



Demographic Differences

The demographic differences with respect to walking beside the Murray during the last visit to the Murray River reveal the following:

- ✧ Females (Pre 65%, Post 69%) were significantly more likely than males (Pre 50%, Post 53%) to report walking beside the Murray during their most recent visit.
- ✧ There were no significant trends or differences in the data based on age, one's assessment of their swimming ability, or one's perceived maximum swimming distance

The demographic differences with respect to having a picnic or BBQ during the last visit to the Murray River reveal the following:

- ✧ There were no significant gender-related differences in terms of having a picnic/BBQ during their most recent visit to the Murray River
- ✧ Post Wave respondents aged 18-34 were significantly more likely (59%) to report having a picnic/BBQ compared to the other age groups (44% for 35-54 year olds; 41% for 55+). There were no significant differences in the Pre Wave.
- ✧ There were no significant trends or differences in the picnic/BBQ-related data based on one's assessment of their swimming ability, or one's perceived maximum open water swimming distance

The demographic differences with respect to swimming during the last visit to the Murray River reveal the following:

- ✧ There were no significant gender-related differences in terms of swimming during their most recent visit to the Murray River
- ✧ In the Post Wave, the incidence of swimming was significantly lower from respondents aged 55+ (28%) compared to those aged 18-34 (66%) and 35-54 (56%). Respondents aged 55+ were significantly less likely to engage in this behaviour (29%) compared to those aged 18-34 (43%).
- ✧ Those who rated their swimming ability as poor (Pre 21%, Post 19%) were significantly less likely to report swimming at the Murray River during their last visit than those who rated their swimming ability as average (Pre 34%, Post 48%) or strong (Pre 40%, Post 62%)
- ✧ Those who believed that they could swim more than 100 metres were significantly more likely (Pre 29%, Post 60%) to report having swam during their last visit to the Murray River compared to those who reportedly cannot (Pre 29%, Post 38%).

The demographic differences with respect to fishing during the last visit to the Murray River reveal the following:

- ✧ Males (Pre 28%, Post 32%)were significantly more likely than females (Pre 19%, Post 16%) to report fishing during their last visit to the Murray
- ✧ When the data was examined by age, there were no significant differences between the various age groups.
- ✧ There were no significant differences when the data was examined by self-rated swimming ability or the reported maximum swimming distance.

The demographic differences with respect to boating during the last visit to the Murray River reveal the following:

- ✧ Unlike in the Pre Wave, in which males (38%) were significantly more likely than females (25%) to report having engaged in this

behaviour, the Post Wave data showed no significant difference between genders.

- ✧ While the Pre Wave data showed no significant differences when this activity was examined by age, The Post Wave data showed that 35-54 year olds are significantly more likely to report that they have been boating (38%) compared to the other age groups (23% collectively).
- ✧ There were no significant trends or differences in the boating data based on age, one's assessment of their swimming ability, or one's perceived maximum open water swimming distance

The demographic differences with respect to water sports during the last visit to the Murray River reveal the following:

- ✧ There were no significant gender-related differences in terms of playing water sports during their last visit to the Murray
- ✧ Those aged 55+ (Pre 10%, Post 9%) were significantly less likely than those aged 18-34 (Pre 21%, Post 28%) or those aged 35-54 (Pre 17%, Post 24%) to report playing water sports during their last visit to the Murray.
- ✧ In the Post Wave, those who rated their swimming ability as strong were significantly more likely (28%) to report participating in water sports during their last visit to the Murray than those who rated themselves as average (12%) or weak (17%). The Pre Wave data showed that poor/non swimmers were significantly less likely (5%) to engage in this behaviour than the average (16%) and strong (20%) swimmers.
- ✧ In the Post Wave, those who reported being able to swim further than 100 meters were significantly more likely (27%) to report participating in water sports compared to those who reportedly cannot (13%). This result was not present in the Pre Wave.

9. Knowledge of Aquatic Dangers & Risks

This section reports:

- Respondent levels of endorsement for potential water safe measures.
- Perceptions of potential dangers and risks of water activities and water features (such as snags, currents, rocks, cold water, etc.)
- Respondent general knowledge related specifically to drowning deaths in rivers.

9.1. Key Post Wave Findings

45% respondents believed rivers and streams are the main locations of drowning deaths	**17%** fewer Post Wave (30%) than Pre Wave (47%) respondents believed swimming pools are the main locations of drowning deaths
89% (Post Wave) said combining medication with alcohol while engaging in aquatic activities was the riskiest behaviour in regards to drowning of those listed	**94%** (Post Wave) believed swimming in floodwaters is the riskiest activity of those listed with regards to rivers, creeks and streams (Pre Wave 96%)

Other key findings included:

- Only two features of rivers creeks and streams were seen as posing a high or high plus moderate risk of drowning by significantly more Post Wave respondents than Pre Wave respondents (Q15):
  - Jetties (high risk: 16% Pre, 27% Post; high or moderate risk 56% Pre, 70% Post)
  - Bridges (high or moderate risk 59% Pre, 69% Post)
- None of the other shifts in risk perceptions were significant
- None of the other shifts in knowledge of aquatic dangers and perceptions of risks of aquatic activities and features were significant
- On many (but not all) items, significant differences found in the Pre Wave data by age group, gender, or swimming ability were reduced in the Post Wave data and became not significant

9.2. Views on Practices Around Water Safety

Respondents were presented with a series of statements related to water safety practices and risks.

As shown in Figure 22, in both the Pre and Post Waves, more than nine out of ten respondents agreed (strongly agreed or agreed) with the following statements:

- All people should be taught water safety skills (98% Pre and Post)
- All children should be taught swimming and water safety at school (97% Pre and Post)
- All people should learn CPR (96% Pre and Post)
- All people should be taught first aid (92% Pre and Post)
- Most drowning deaths are preventable (90% Pre, 93% Post)

There was almost no change in the total agreeing with these widely endorsed statements.

However, there was a consistent but very small (and not significant) trend for strong agreement in the Post Wave to be higher than in the Pre Wave (around 3-4% more in the Post Wave).

The two items that were less likely to be agreed with (strongly agreed or agreed) were:

- All people should wear a lifejacket on a boat (78% Pre, 75% Post)
- It is OK to drink alcohol on a boat (24% Pre, 12% Post)

Looking specifically at the item 'it is OK to drink alcohol on a boat' around two thirds (63% Pre, 72% Post) of all respondents either disagreed or strongly disagreed with this statement and between one in four and one in three (37% Pre, 28% Post) did not disagree (suggesting that they believe it was OK to drink alcohol on a boat). The percentage of respondents who disagree rose by 9% while the percentage those who disagree strongly rose by a statistically significant 11%.

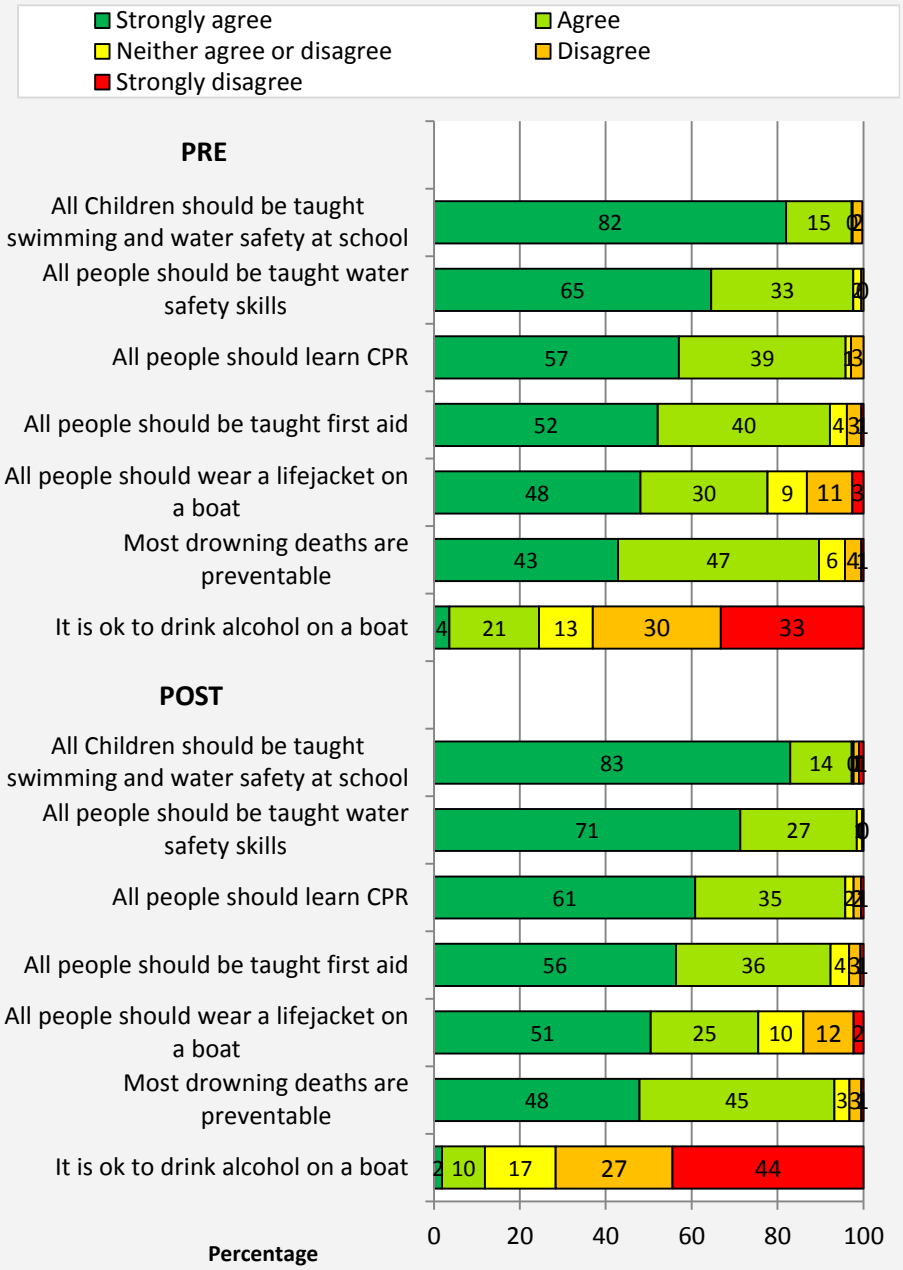
These results were consistent with the conclusions that the campaign has had an influence in the desired direction on this belief. However, when broken down within Wave by recognition of the program, no effect was evident within either the Post Wave or the Pre Wave:

- Within the Post Wave, 75% of those aware of the campaign disagreed against 70% of those not aware
- Within the Pre Wave, 64% of those who claimed awareness of the campaign disagreed against 63% of those not aware

Thus, while the differences are consistent with a campaign effect, there was only a small and not significant trend within the Post Wave. We cannot confidently conclude that the campaign had any effect on this belief.

Figure 22: Views on Practices Around Water Safety

Q6. I am going to read you some statements, can you please tell me for each if you agree disagree or neither agree or disagree. Is that agree/disagree or strongly agree/disagree?
Base: All Respondents, varies from n=335 to 403 per statement



Demographic Differences

- ✧ Females (84% Pre, 85% Post) were significantly more likely than males to agree (71% Pre, 65% Post) that all people should wear a

lifejacket on a boat, with no significant change from the Pre Wave to the Post Wave

- In the Post Wave, females were significantly more likely than males to strongly agree that all people should be taught water safety skills (79% compared to 63%); there was a smaller (not significant) difference in the Pre Wave (69% compared to 61%) suggesting that the views of females about this issue had strengthened over the campaign period.
- Respondents who had not engaged in activities on the Murray River in the past 12 months were significantly more likely than those who had engaged in activities on the Murray in the past 12 months to agree that all people should wear a lifejacket on a boat (92% Pre and 93% Post compared to 73% Pre and Post).
- Those who reported that they could swim more than 100 metres non-stop in open water were significantly less likely to agree that all people should wear a lifejacket on a boat compared to all other respondents (66% Pre and 68% Post compared to 86% Pre and 82% Post)
- In both the Pre and Post Waves, the proportion of respondents who disagreed that it was OK to drink alcohol on a boat decreased as the age of the respondent decreased. In the Pre Wave, 74% of those aged 55+, 57% of those aged 35-54 and 51% of those aged under 35 disagreed; in the Post Wave 84% of those aged 55+ years, 68% of those aged 35-54 years and 55% of those aged 18-34 years disagreed; there was an increase in disagreement of 9-10% among the older respondents, with a much smaller change (4%) for those aged under 35.
- In the Pre Wave, females (72%) were also significantly more likely than males (53%) to disagree that it was OK to drink alcohol on a boat; disagreement rose over the campaign period for both females (to 77% Post) and males (to 65% Post), with a greater increase for males reducing the gender difference in the Post Wave in the Post Wave.
- To summarize, the increase in disagreement with drinking alcohol while boating was even stronger for males than females and more evident amongst respondents aged 35 and over.

9.3. Knowledge of Drowning Deaths

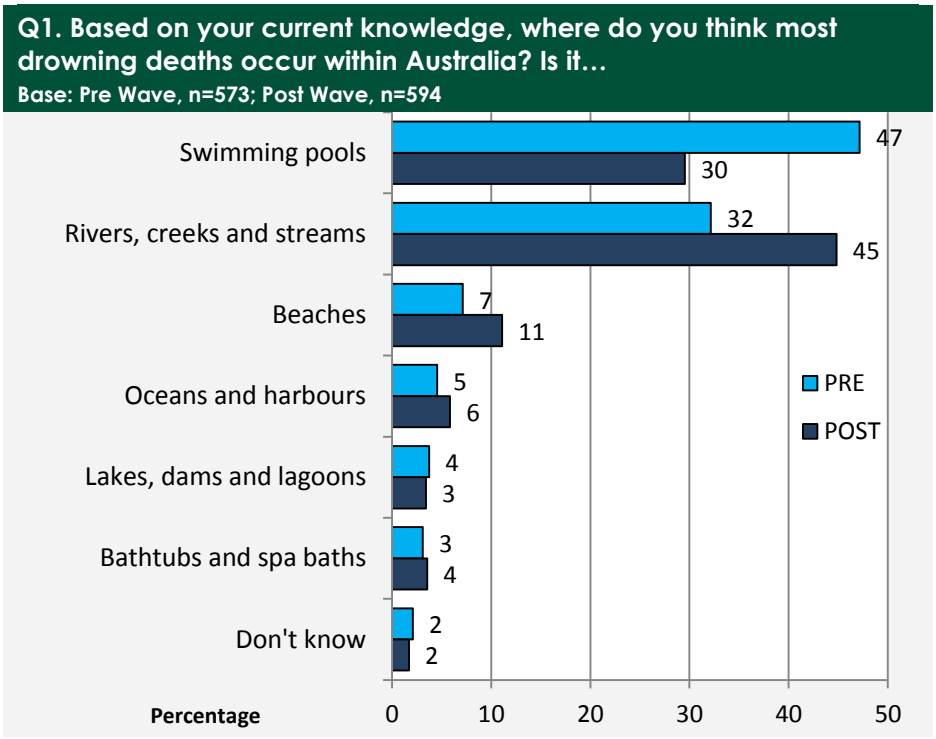
As shown in Figure 23, beliefs about where the most drowning deaths occur shifted significantly from the Pre Wave to the Post Wave.

Just under half (47%) the Pre Wave respondents believed that most drowning deaths occur in swimming pools, with just under a third (32%) naming rivers, creeks and streams.

The Post Wave results effectively reversed this pattern, with 30% nominating swimming pools and 45% rivers, creeks and streams.

The only other aquatic location nominated by more than one out of ten respondents was 11% nominating beaches in the Post Wave.

Figure 23: Where Most Drowning Deaths Occur Within Australia



Demographic Differences

In the Pre Wave, females were significantly more likely than males to nominate swimming pools (54% against 41%). Males were more likely to nominate rivers, creeks and streams (35% against 29%), however the difference was non-significant. There were no significant differences by gender in the Post Wave. Thus the shift to nominate rivers creeks and streams rather than swimming pools was evident for both males and females.

In the Pre Wave, those aged 18-34 (37%) were more likely to name rivers, creeks and streams as the main site of drowning deaths than those aged 35-54 (31%) and those aged 55+ (30%), but the differences were not statistically significant. These age differences were even smaller in the Post Wave (49%, 44% and 43% of each age group nominating rivers, creeks and streams, compared to 24%, 32% and 31% nominating swimming pools). In the Post Wave the small proportion of those aged 35 or more nominating beaches (14%) was significantly lower still among those aged under 35 (3%).

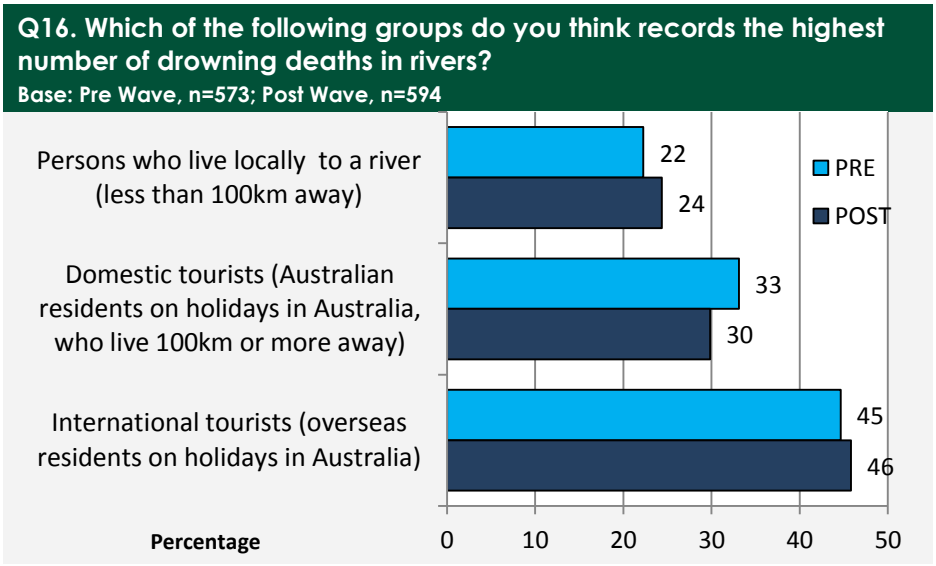
There were no significant differences in responses to this question based on recency of visiting the Murray River, swimming ability, or frequency of visitation to aquatic locations in the Pre Wave. The only significant difference evident in the Post Wave came from a very small group who

said they could not swim in open water (n=9) and so cannot be treated as reliable.

9.4. Group Most at Risk of River Drowning Deaths

Figure 24 reveals a dominant belief in both the Pre and Post Waves amongst those who live within 50km of the Murray River that drowning deaths in rivers occur mainly amongst international tourists (45% Pre and 46% Post). About one in three others (33% Pre and 30% Post) believed that domestic tourists mainly account for drowning deaths in rivers while the balance (22% Pre and 24% Post) believed that those who lived locally (less than 100 km away from rivers) recorded the highest number of drowning deaths in rivers. It appears that respondents believed that people living further from a river are more likely to suffer a drowning death when near a river than those living nearer or on the river. This pattern was essentially unchanged from the Pre to Post campaign data collection Waves with no significant changes from the Pre Wave to the Post Wave.

Figure 24: Group Believed to Record Most River Drowning Deaths



Demographic Differences

There were no significant differences between males and females in either the Pre or Post Waves.

In both Waves those aged 55+ were significantly less likely (13% Pre, 18% Post) to believe the highest rate of drowning deaths occurred amongst those living locally to a river, compared to those aged 18-34 or those aged 35-54 (Pre, both 29%; 36% and 24% Post). This was the reverse of the pattern evident for nominations of domestic tourists (Australian residents not living locally). In the Post Wave, this group was thought to be most likely to drown in rivers by 39% of those aged 55 and over, 28% of those aged 35 to 54 and 16% of those aged under 35. There was a similar trend with decreasing age in nominating domestic tourists in the

Pre Wave results – 39%, 32% and 25% - but the Pre Wave differences were not statistically significant.

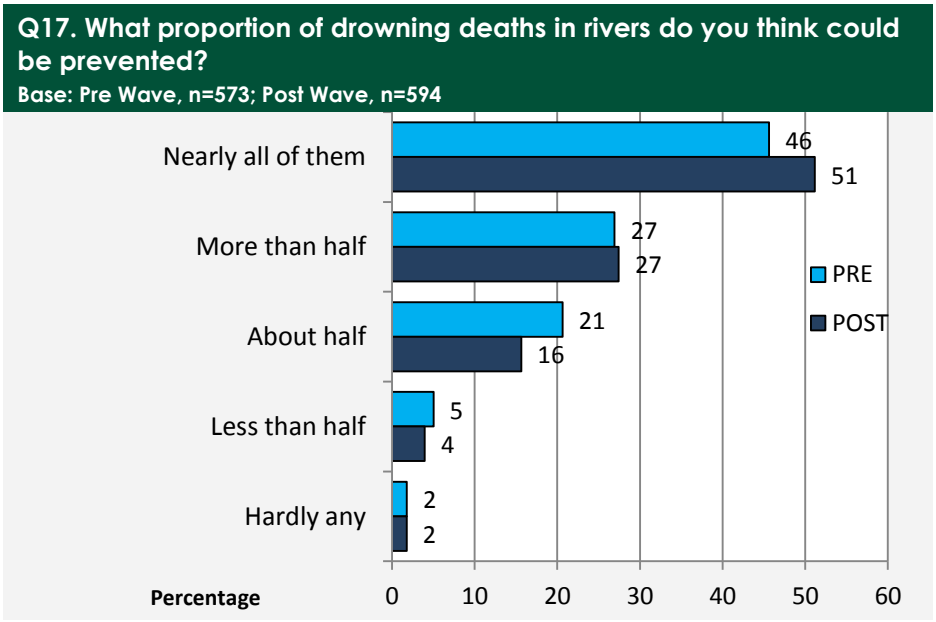
It appears that those aged under 35 were particularly likely to change their opinion on this item over the campaign period.

In both the Pre Wave and Post Wave results, there were no significant differences for this item by self-rated swimming ability, recency of visiting the Murray River or frequency of visiting the most visited aquatic locations.

9.5. Proportion of Preventable Drowning Deaths

As shown in Figure 25 just around three quarters (73% Pre, 79% Post) of respondents believed that more than half, if not nearly all, drowning deaths that occur in rivers could be prevented. Only a small proportion believed that less than half of all drowning deaths occurring in rivers could be prevented (7% Pre, 6% Post).

Figure 25: Beliefs Around Preventable Drowning Deaths



Demographic Differences

In the Pre Wave, females were significantly more likely than males to indicate that they believed nearly all drowning deaths could be prevented (51% against 40%). This difference was slightly smaller in the Post Wave (56% against 46%) and not quite statistically significant. Both males and females showed a (not significant) increase of 5% to 6% in replying "Nearly all" drowning deaths in rivers could be prevented.

There was no clear age trend in beliefs around preventable drowning deaths in the Pre Wave. In the Post Wave, there was a significant trend for believing that half or more of drowning deaths in rivers could be prevented to fall with age group, from 89% (18-34) to 80% (35-54) and

72% (55 and over). The increase in these replies over the campaign period was thus greatest among the respondents aged under 35.

Pre Wave respondents who reported recently (within the last two weeks) visiting the Murray River to swim or engage in recreational activities were significantly more likely (52%) to believe nearly all drowning deaths were preventable when compared to less recent visitors to the area (47%), or those who had not visited the area in the last 12 months (36%). These differences were less apparent in the Post Wave (53% who had visited within the last two weeks or less, 52% of those who had visited in the last 12 months but not in the last two weeks, and 47% of those who had not visited within the last 12 months). This belief had increased most among those who had visited in the last two weeks (from 36% to 53%) effectively removing the difference found in the Pre Wave.

In the Pre Wave those who regularly (at least monthly) visited aquatic locations were significantly more likely (75%) to believe half or more of all drowning deaths were preventable, against 63% of occasional visitors and non-visitors. This difference was also evident in the Post Wave data, (81% of regular visitors and 72% of others replying "nearly all"). There was a small (not significant) increase (6% to 9%) in both sub groups over the campaign period

9.6. Contributing Factors to Drowning

Figure 26 shows the distribution of replies from the Pre Wave and Post Wave surveys to questions asking which of a list of possible contributors to drowning deaths in rivers, creeks and streams are major factors (Q18) and which two are the most likely to be the factors in such drowning deaths.

In both the Pre and Post Waves, nearly all respondents believed that alcohol could be a factor in drowning deaths (95% Pre, 96% Post), with the majority of respondents (81% Pre, 84% Post) nominating this as the most likely factor to contribute to drowning deaths.

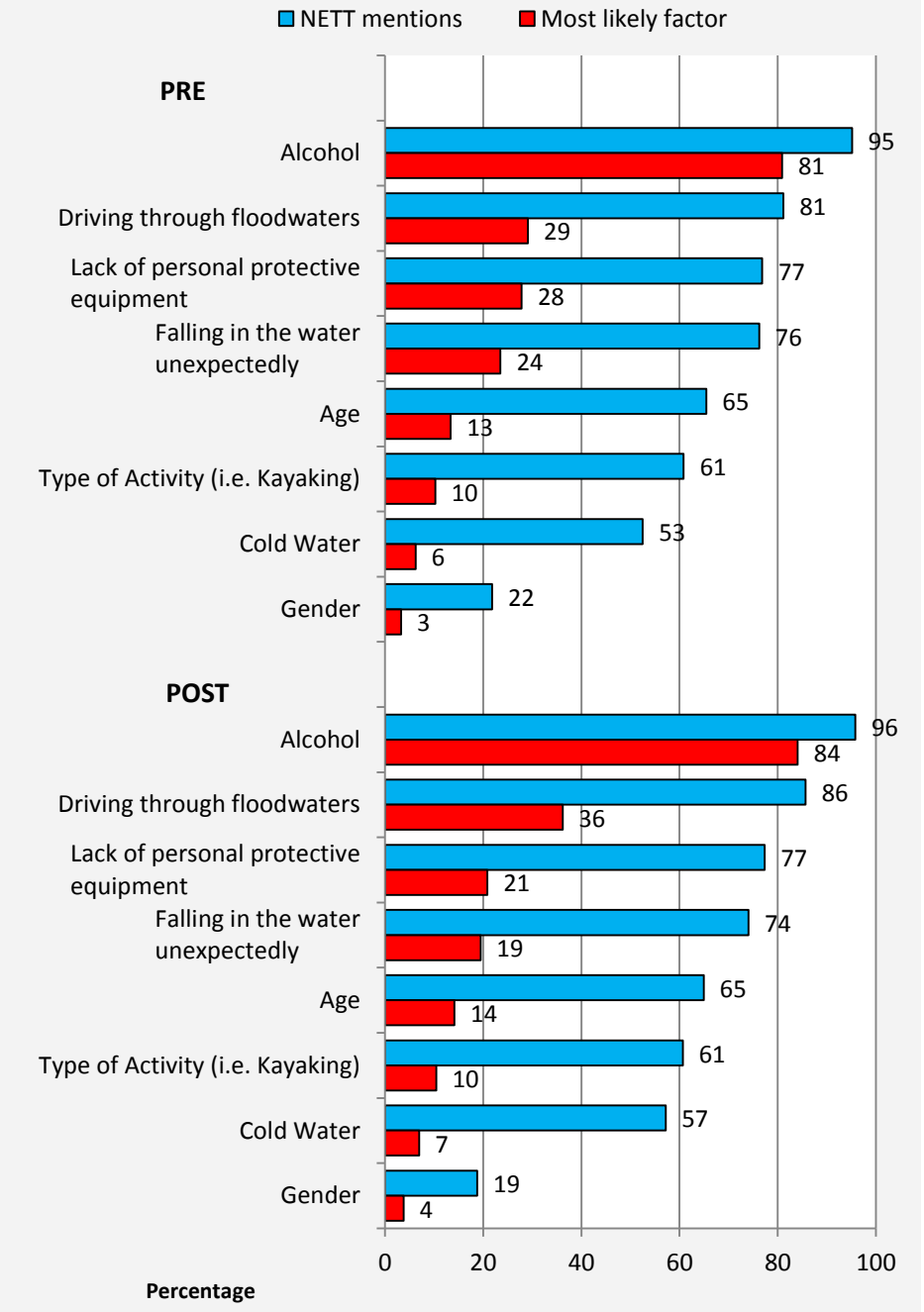
Other factors that were identified by the majority of respondents as contributing to drowning were:

- ✧ Driving through floodwaters (81% Pre, 86% Post)
- ✧ Lack of personal protective equipment (77% Pre and Post)
- ✧ Falling into the water unexpectedly (76% Pre, 74% Post)
- ✧ Age (65% Pre and Post)

Replies to these items were very stable over the campaign period. None of the shifts (all small) in nominating the most likely factors to contribute to drowning were statistically significant. Nor were any of the shifts in nominations of the top two factors significant.

Figure 26: Factors that Could Contribute to Drowning Deaths

Q18. Tell me for each whether you think they are likely to be major factors contributing to drowning deaths in rivers, creeks and streams.
Q18a. And which two do you think are the most likely to be factors contributing to drowning deaths in rivers, creeks and streams?
Base: Pre Wave, n=573; Post Wave, n=594



Demographic Differences

In the Pre Wave, females were significantly more likely than males to believe the following factors could contribute to drowning:

- ✧ Driving through floodwaters (86% against 76%)

- ✧ Lack of personal protective equipment (83% against 71%)
- ✧ Gender (28% against 16%)

None of these differences were statistically significant in the Post Wave data. While females showed little change over the campaign period in nominations of driving through floodwaters (86% Pre, 87% Post), males in the Post Wave were more likely than males in the Pre Wave to nominate driving through floodwaters (85% Post, 76% Pre).

The difference in nominating lack of personal protective equipment was smaller in the Post Wave (females 81%, males 74%) than in the Pre Wave (females 83%, males 71%).

The difference in nominating gender as a factor that could contribute to drowning between males and females was also smaller in the Post Wave (females 23%, males 15%) than in the Pre Wave (females 28%, males 16%). This suggests a greater shift up in nominations of driving through floodwaters among males and a greater fall amongst females in nominating the other factors. However, these shifts were too small to be statistically significant.

In the Pre Wave, non-swimmers or poor swimmers were more likely than self-rated average or strong swimmers to nominate several factors as contributing to drowning:

- ✧ Lack of person protective equipment
- ✧ Falling in the water unexpectedly
- ✧ Cold water
- ✧ Age
- ✧ Type of activity

Although none of these differences were statistically significant, the direction of difference was quite consistent

These differences were not consistently repeated in the Post Wave and for type of activity the difference was reversed. Thus it was likely that the apparently consistent differences in the Pre Wave were due to chance.

9.7. Views Regarding Risk of Drowning

The risk of drowning posed by engaging in each of ten actions was rated by respondents. Figure 27 shows that combining medication with alcohol while engaging in aquatic activities was deemed the most risky action (93% rated this as high risk in the Pre Wave, 89% in the Post Wave).

Five other actions were deemed to be high risk by the majority of respondents in both Waves. They were:

- ✧ Not checking for submerged objects before getting in (82% high risk Pre and Post)
- ✧ Not checking the current before getting in (79% high risk Pre, 80% Post)

- ✧ Drinking alcohol and undertaking aquatic activities (75% high risk Pre, 81% Post)
- ✧ Not wearing a lifejacket when boating or jet skiing (74% high risk re, 70% Post)
- ✧ Not wearing a lifejacket when kayaking or canoeing (73% high risk Pre, 71% Post)

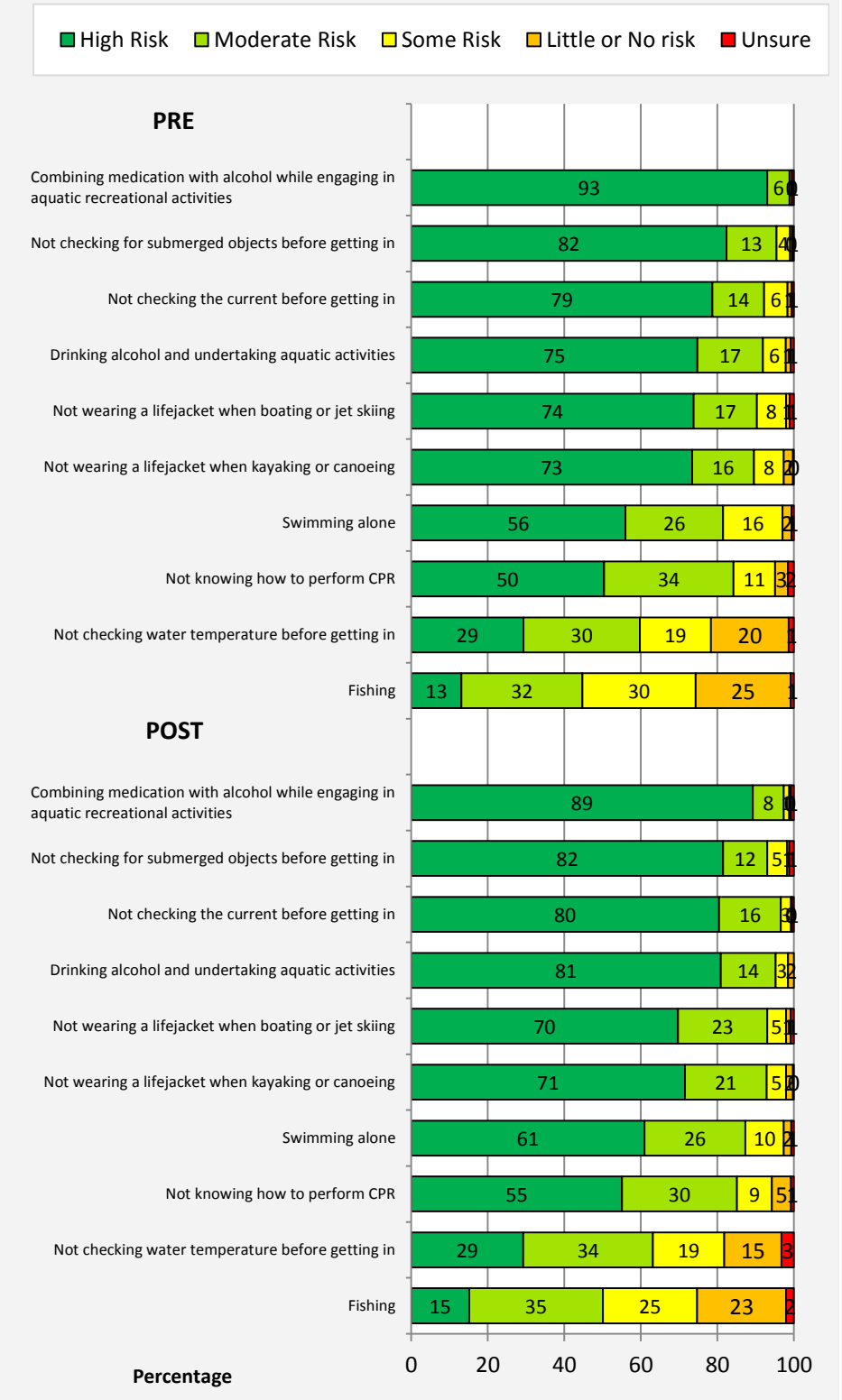
The actions with the lowest risk rating according to respondents were:

- ✧ Fishing (Pre Wave, 13% high risk and 25% little or no risk: Post Wave 15% high risk; Post Wave 23% little or no risk) and
- ✧ Not checking the water temperature before getting in (Pre Wave, 29% high risk and 20% little or no risk; Post Wave 29% high risk and 15% little or no risk).

While there were some small changes from the Pre Wave to the Post Wave, none of these were statistically significant.

Figure 27: Risk Rating of Behaviours with Regard to Drowning

Q7. Please indicate for each of the following statements how risky you believe each activity is in relation to drowning.
Base: Pre Wave, varies from n=308 to 362 per statement
Post Wave, varies from n=252 to 335 per statement



Demographic Differences

For some actions in the Post Wave and on most actions in the Pre Wave:

- ✧ Respondents aged under 35 were the least likely to rate each action as high risk, with the age difference being statistically significant for five of the behaviours in the Post Wave
- ✧ Male respondents were less likely than female respondents to consider each behaviour high risk, with the difference within both the Post Wave and Pre Wave samples being statistically significant on three of the behaviours

Significant differences by gender and age group, and other differences that were significant in at least one of the samples are described in more detail below.

Drinking alcohol and undertaking aquatic activities

- ✧ Respondents aged 55+ years were significantly more likely than all younger respondents to say this behaviour was high risk (Pre Wave 86% compared to 67%; Post Wave 93% against 68%)
- ✧ In the Pre Wave, Females (85%) were significantly more likely than males (64%) to rate this as high risk; the difference was smaller and not significant in the Post Wave (Females 87% high risk, Males 74%) but remained in the same direction

- ✧ Respondents who had not engaged in aquatic activities on the Murray in the past 12 months were significantly more likely than other respondents to rate this as high risk (Pre Wave 89% compared to 72%; Post Wave 89% against 70%)
- ✧ In the Pre Wave, those who reported a lower level of swimming ability (can't swim, or can swim less than 50m in open water) were significantly more likely to rate this action as high risk compared to those who said they can swim more than 100m in open water (90% compared to 62% respectively)
- ✧ In the Post Wave there was a similar significant difference between those who said they can't swim and those who can swim 100 metres or more (89% against 62% high risk), with 80% of those who can swim less than 100 metres rating this as high risk

Not wearing a lifejacket when boating or jet skiing

- ✧ Females (82% Pre 76% Post) were more likely than males (64% Pre, 64% Post) to rate doing this as high risk, with the Pre Wave difference being statistically significant
- ✧ In the Post Wave those aged under 35 were less likely than older respondents to consider this action to be high risk (51% against 76%)
- ✧ In the Pre Wave, those aged 55 or over were more likely than younger respondents to rate this as high risk (82% against 68%)

Not wearing a lifejacket when kayaking or canoeing

- In the Pre Wave, respondents aged 55+ years were significantly more likely than all other younger respondents to say this behaviour was high risk (85% compared to 65% respectively)
- In the Post Wave, those aged 55+ years were significantly more likely than those aged under 35 years to consider this behaviour high risk (85% against 48%) with those aged 35-54 falling between (73% high risk)
- In the Pre Wave, those who reported that they could swim more than 100 metres non-stop in open water were significantly less likely to rate this as high risk compared to all other respondents (63% compared to 81% respectively)
- A similar trend was evident in the Post Wave replies, but was not statistically significant (65% high risk for those who can swim 100 metres or more, 76% for others)

Not checking the water temperature before getting in

- In the Pre Wave, females (38%) were significantly more likely than males (22%) to rate this as high risk
- The smaller difference in the same direction within the Post Wave sample (females 34%, males 24%) was not statistically significant

Not checking for submerged objects before getting in

- In the Post Wave those aged 35 and over were more likely than those aged under 35 to rate this action as high risk (88% against 56%)
- Although there was in the Post Wave results some difference between those aged under 35 (77% high risk) and those aged 55+ years (89% high risk) with those aged 35 to 54 years being similar to the youngest group (79% high risk), none of the differences were statistically significant

Not checking the current before getting in

- In the Post Wave, those aged 55+ years were significantly more likely than those aged under 35 years to consider this a high risk action (89% against 65%) with those aged 35 to 54 years falling between the other age groups (79% high risk)
- The similar pattern found in the Pre Wave was not statistically significant (the percent rating this behaviour as high risk was 85% for those aged 55+ years, 76% for those aged 35 to 54 years and 70% for those aged under 35, the differences being not significant)
- Females were more likely than males to rate this action as high risk, significantly so in the Post Wave (88% against 71%) with a not significant but similar difference in the Pre Wave (86% against 73%)

Not knowing how to do CPR

- ✧ Females were more likely than males to rate this as a high risk, significantly so in the Post Wave (66% against 44%) but not significantly different in the Pre Wave (58% against 43%)

9.8. Risk Rating of River, Creak & Stream Features

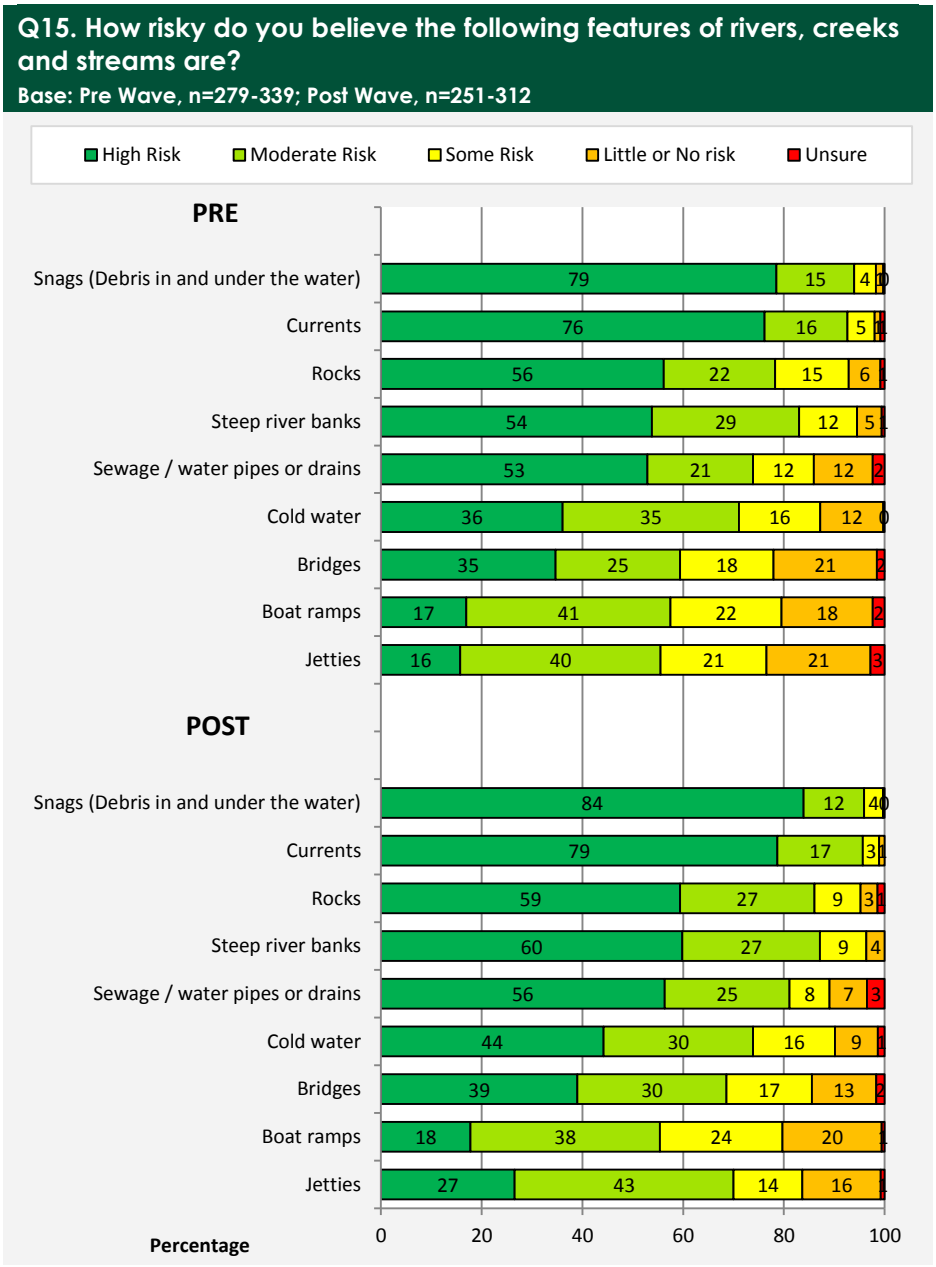
Respondents were asked to rate how risky they believed certain features of rivers, creeks and streams were.

Figure 28 shows that snags (79% Pre and 84% Post) and currents (76% Pre, 79% Post) were the two features rated as being the highest risk.

Rocks (56% Pre, 59% Post), steep river banks (54% Pre, 60% Post) and sewage/water pipes or drains (53% Pre, 56% Post) were also rated as high risk by at least half of all respondents.

Jetties (16% high risk Pre, 27% Post) and boat ramps (17% high risk Pre, 18% Post) were the features that had the fewest high risk ratings.

Figure 28: Risk Rating of Features of Rivers, Creeks & Streams



Demographic Differences

For every item, females were more likely than males to rate the feature as high risk. However, in the Post Wave only two of these differences were statistically significant. Only one of the Pre Wave differences was statistically significant. For most items in both Pre and Post Waves, younger respondents (aged under 35 years) were less likely than older respondents (aged 55+ years) to rate the feature as high risk, although only some of these differences were statistically significant.

Snags (debris in and under the water)

- ✧ Respondents aged 55+ years were more likely than all younger respondents to say this feature was high risk with the difference

in the Pre Wave being statistically significant (88% against 73% Pre; 91% against 79% Post)

Currents

- Pre Wave respondents aged 55+ years were significantly more likely than all younger respondents to say this feature was high risk (88% compared to 71% respectively)
- In the Post Wave, the youngest respondents (aged under 35 years) were significantly less likely to consider this feature a high risk than respondents aged 35 years and over (59% against 84%)
- Females (85% Pre, 84% Post) were more likely than males (68% Pre, 74% Post) to rate this feature as high risk, with the Pre Wave difference (but not the Post Wave difference) being statistically significant
- In the Pre Wave, those who reported a lower level of swimming ability (can't swim, or can swim less than 50m in open water) were significantly more likely to rate this feature as high risk compared to those who said they can swim more than 100m in open water (93% compared to 65% respectively)
- The difference within the Post Wave was similar, but was smaller and not statistically significant (83% against 72%)

Cold water

- Respondents aged 55+ years in the Pre Wave were significantly more likely than all younger respondents to say this feature was high risk (49% compared to 27% respectively)
- The difference in the same direction in the Post Wave (53% against 38%) was not statistically significant
- In the Pre Wave, males (18%) were significantly more likely than females (7%) to rate this feature as little or no risk; while the difference in the Post Wave was in the same direction (11% against 6%) it was not statistically significant

Sewer and water pipes

- In the Post wave, those aged 55+ years were significantly more likely to rate this feature as high risk than all younger respondents (69% against 48%)
- In the Pre Wave, the difference was more substantial between those aged 55+ years and those aged under 35 years (59% against 47%) with those aged 35 to 54 years falling between the other age groups (52% high risk; the differences were much smaller than in the Post Wave and were not statistically significant)
- In the Post Wave, females were significantly more likely than males to rate this feature as high risk (67% against 45%)
- The smaller difference in the Pre Wave was not statistically significant (57% against 48%)

Rocks

- In the Post Wave, females were significantly more likely than males to rate this feature as high risk (69% against 49%)
- The smaller difference in the Pre Wave was not statistically significant (59% against 54%)

9.9. Risk Rating of Behaviours in Rivers, Creeks & Streams

Figure 29 shows that among all respondents the activities most likely to be considered high risk if undertaken at rivers, creeks and streams were:

- Swimming in floodwaters (96% Pre, 94% Post)
- Jumping from bridges (91% Pre, 92% Post)
- Combining medication with alcohol while engaging in aquatic activities (88% Pre, 92% Post)

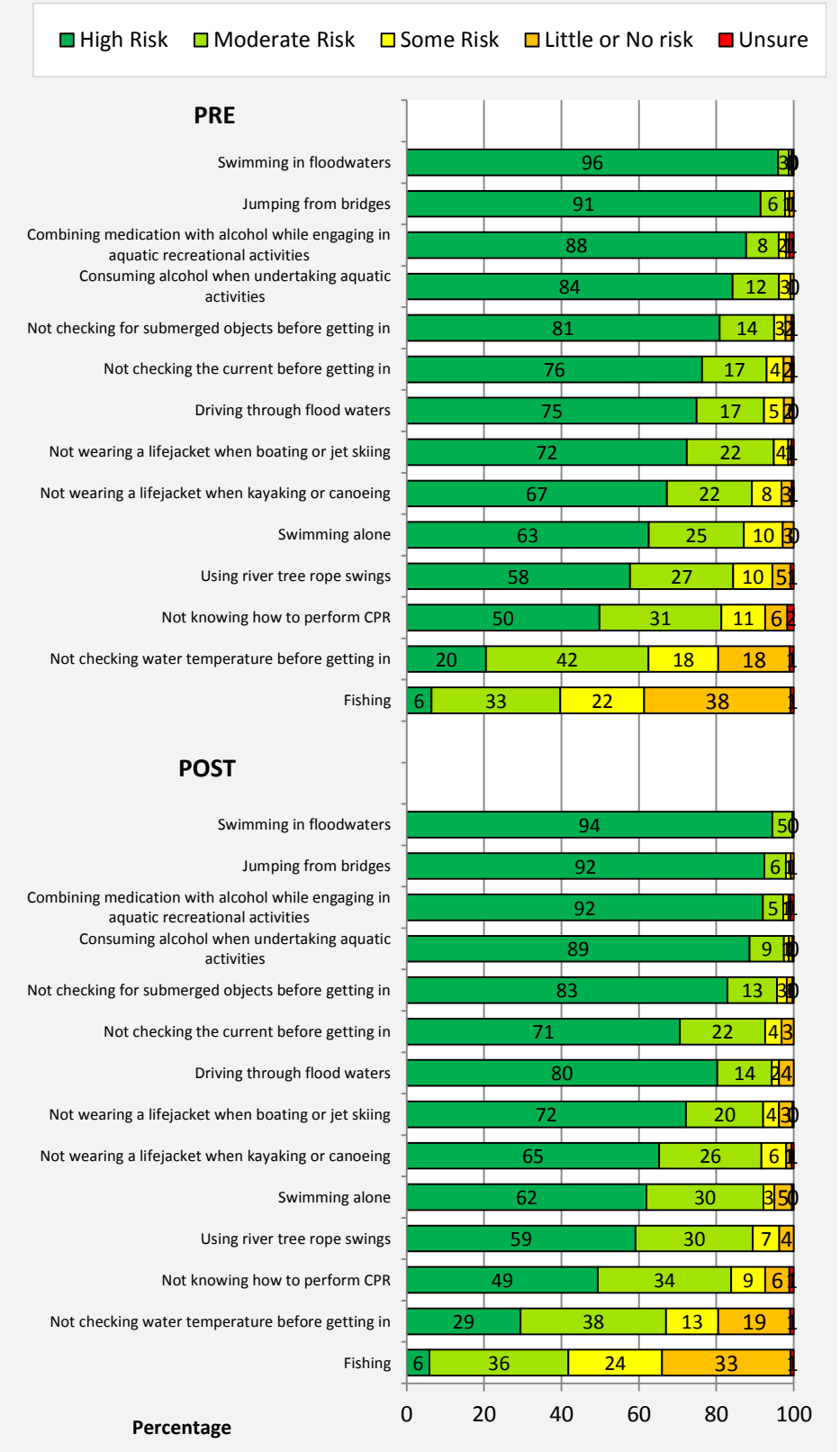
Other activities also deemed high risk by three quarters or more of all respondents in the Pre or Post Waves were:

- Consuming alcohol while undertaking aquatic activities (84% Pre, 89% Post)
- Not checking for submerged objects before getting in (81% Pre, 83% Post)
- Not checking the current before getting in (76% Pre, 71% Post)
- Driving through flood waters (75% Pre, 80% Post)

Fishing (38% little or no risk Pre, 33% Post) and not checking the water temperature before getting in (18% little or no risk Pre, 19% Post) were the two least risky activities among all respondents.

Figure 29: Risk Rating of Behaviours in Rivers, Creeks & Streams

Q19. How risky would you say each of the following activities are if occurring in rivers, creeks and streams?
Base: Pre Wave, varies from n=291 to 363 per statement
Post Wave, varies from n=243 to 341 per statement



Demographic Differences

Across all items, females were more likely than males to rate activities as high risk. More of those aged 55+ years generally rated risk as high than among the younger respondents. Only some of the differences between age groups and genders were statistically significant.

The statistically significant differences are summarised below.

Not wearing a lifejacket when boating or jet skiing

- In the Pre Wave, those who reported a lower level of swimming ability (can't swim, or can swim less than 50m in open water) were significantly more likely to rate this as high risk compared to those who said they can swim more than 100m in open water (92% compared to 64% respectively)
- In the Post Wave the similar but smaller difference was not significant (77% against 62%)

Not wearing a lifejacket when kayaking or canoeing

- In the Pre Wave, respondents aged 55+ years were significantly more likely than all younger respondents to say this behaviour was high risk (78% compared to 60% respectively)
- The smaller difference in the Post Wave (77% against 68%) was not statistically significant
- The difference between males and females in the Pre Wave was not significant (65% males, 79% males) but the larger difference in the post wave was significant (62% males, 82% females)

Swimming alone

- In both the Pre and Post Waves, females (71% Pre and Post) were significantly more likely than males (54% Pre and 51% Post) to rate swimming alone as high risk

9.10. Mandatory Wearing of Life Jackets When Boating

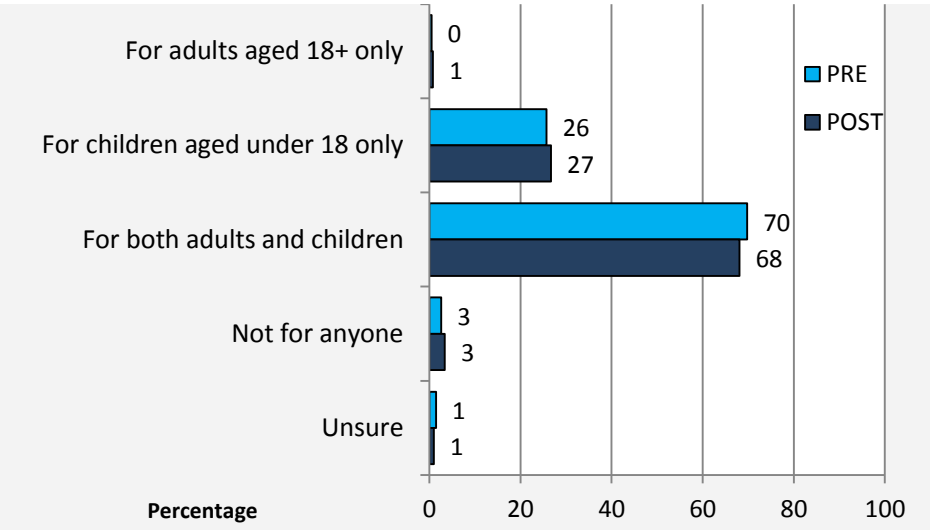
As shown in Figure 30, the majority of respondents (70% Pre, 68% Post) thought that the wearing of lifejackets when boating should be mandatory for both adults and children.

Just over a quarter (26% Pre, 27% Post) thought lifejackets should only be mandatory when boating for children aged under 18.

Only a small proportion (3% Pre and Post) thought that lifejacket wearing should not be mandatory for anyone.

Figure 30: Mandatory Wearing of Lifejackets When Boating

Q20.Should the wearing of lifejackets be mandatory when boating on a river, creek or stream…
Base: Pre Wave, n=573; Post Wave, n=594



Demographic Differences

In both Pre and Post Waves, females were significantly more likely than males to think that lifejackets should be mandatory for both adults and children (Pre Wave 78% against 62%; Post Wave 79% against 57%), while males were significantly more likely than females to think lifejackets should be mandatory only for children aged under 18 (Pre Wave 31% against 20%, Post Wave 35% against 18%).

Pre Wave respondents aged 55+ (76%) were significantly more likely than younger respondents (65%) to believe lifejackets should be mandatory for both adults and children. In the Post Wave, the difference (73% for those aged 55+ years, 65% for younger respondents) was in the same direction but smaller and not significant.

Pre Wave respondents who have not visited the Murray River within the last 12 months to swim or engage in recreational activities were significantly more likely than those who have visited more recently to believe that lifejackets should be mandatory for both adults and children (86% against 60-67%). More recent visitors were more likely to indicate life jacket wearing should be mandatory for children aged under 18 only. These differences were much smaller and not significant in the Post Wave: thinking that all should wear lifejackets ranged from 74% (no visit in the last twelve months) to 70% of those who have visited in the last twelve months but not in the last two weeks, and 65% of those who have visited in the last two weeks. There was little variation between these Post Wave sub-groups in thinking that only children should have to wear lifejackets (24% to 28%).

In both Waves, poor or non-swimmers (85% Pre, 80% Post) were significantly more likely than strong swimmers (61% Pre, 56% Post) to believe lifejackets should be mandatory for children and adults. Moderate swimmers were significantly less likely to think this than strong swimmers in the Pre Wave, but were closer to poor swimmers in the Post Wave (70% Pre, 76% Post).

Respondents who visited aquatic locations frequently (at least monthly) were less likely (significantly so in the Pre Wave), to believe lifejackets should be mandatory for children and adults (66% Pre and Post) compared to those who visit aquatic locations occasionally or never (83% Pre, 74% Post). Reflecting this, the more frequent users were significantly more likely than the less frequent visitors to believe that only children aged 18 and under should be required to wear lifejackets. However, while the difference was substantial and significant for Pre Wave respondents (29% against 15%) it was much smaller and not significant among Post Wave respondents (27% against 24%).

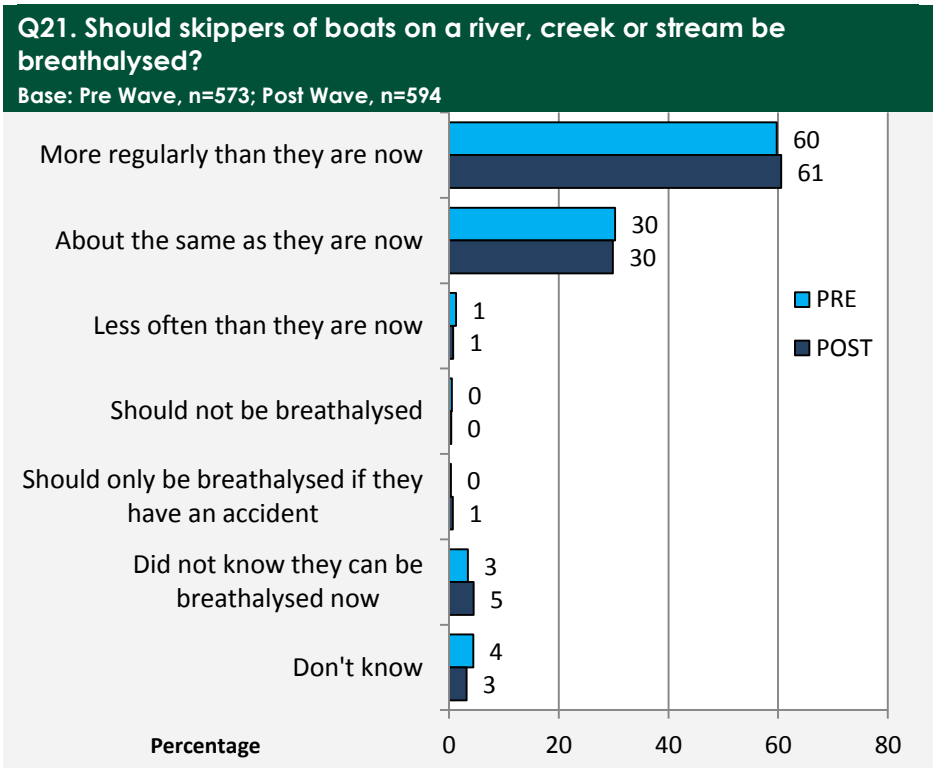
9.11. Breathalysing Boat Skippers

From Figure 31 it can be seen that three out of five (60% Pre, 61% Post) respondents believed skippers of boats on rivers, creeks or stream should be breathalysed more regularly than they are now.

Three out of ten (30% Pre and Post) think breathalysing should occur at the same rate as it was currently administered.

Only n=7 Pre Wave respondents and n=4 Post Wave respondents said skippers should be breathalysed less often than they are now; n=3 (Pre Wave) and n=5 (Post Wave) said they should not be breathalysed at all and n=2 (Pre Wave) and n=1 (Post Wave) that skippers should only be breathalysed if they have an accident. These opinions were held by a tiny minority of respondents.

Figure 31: Breathalysing Boat Skippers on Rivers, Creeks or Streams



Demographic Differences

Females were significantly more likely than males to indicate that boat skippers should be breathalysed more regularly than they are now (females 65% Pre, 68% Post, against males 54% Pre, 40% Post).

There were no other notable significant differences amongst the different demographic sub-groups.

10. Program Awareness

This section details the proportion of respondents who have been exposed to water safety messages in the last 12 months, with information on the channel used to convey the message and the specific information communicated.

This section also outlines which communication channels are preferred by respondents for receiving water safety messages.

A new basis for estimating campaign awareness was developed for this analysis. It combined those who said they had heard a message about respecting the river (Q27 code 4) with those who said they were aware of the Respect the River campaign (Q28). Note that on this measure, there were respondents in the Pre Wave who indicated exposure to the campaign, despite the major campaign effort not starting until the last two days of the Pre Wave field period. This provides an estimate of the level of false indications of having been exposed to the campaign.

10.1. Key Post Wave Findings

11% more Post Wave respondents believed community awareness of water safety had increased in the past 3 years (50%) than in the Pre Wave (39%)	**69%** (Post Wave) reported that television was their main or second preferred channel for receiving water safety messages
8% more respondents recalled seeing/hearing a water safety message in the last 12 months in the Post Wave (84%) than the Pre Wave (76%)	**8%** more respondents indicated in the Post Wave (28%) they had been exposed to the 'Respect the River' program than in the Pre Wave (20%)

Some other key findings include:

- Estimated campaign exposure was significantly higher in the Post Wave (33%) than the Pre Wave (21%)
- However, a substantial percentage of respondents interviewed before the campaign commenced did believe they had either heard messages about respecting the river, or that they were aware of the Respect the River campaign.

10.2. Community Awareness of Water Safety

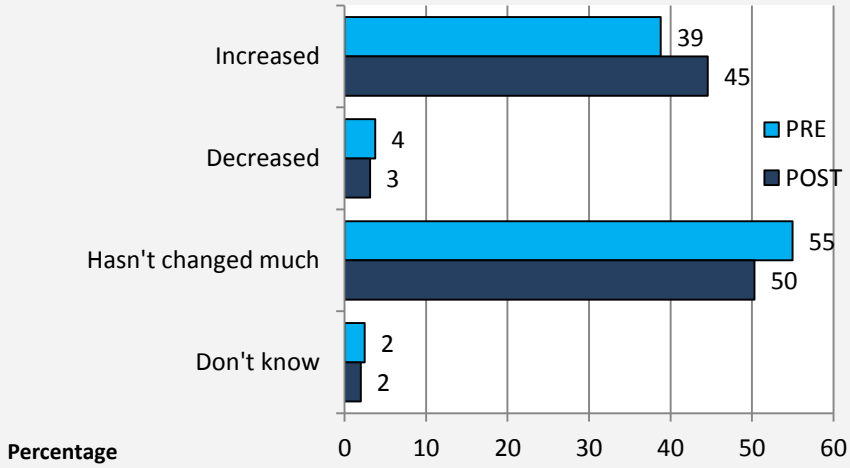
All respondents were asked if they thought over the past three years community awareness regarding water safety around rivers, creeks and streams had changed, and if so how.

Figure 32 shows a non-significant rise in the percentage of respondents who thought community awareness in the area of water safety concerning rivers, creeks and streams has increased from 39% in the Pre Wave to 45% in the Post Wave. Positively, only a small proportion (4% Pre and 3% Post) believed it has decreased.

All other responses fell. Those who thought community awareness in this area had not changed decreased from 55% in the Pre Wave to 50% in the Post Wave (not significant), those who thought awareness had decreased fell from 4% to 3%, and those who replied don't know stayed at 2%, in total matching the rise in those believing awareness has increased.

Figure 32: Perceptions of Community Water Safety Awareness

Q23. Over the past 3 years, do you think that community awareness of water safety in relation to rivers, creeks and streams has increased, decreased or hasn't changed much?
Base: Pre Wave, n=573; Post Wave, n=594



Demographic Differences

There were no significant differences between males and females in either Wave.

There were no significant differences between age groups in either the Pre or Post Waves.

The not significant trend in the Pre Wave for self-rated poor swimmers to be more likely to believe community awareness had increased (44%) than average (40%) or strong swimmers (34%) was not repeated in the Post Wave (44%, 45% and 45% respectively).

There were no other notable differences based on recency of visitation to the Murray River, frequency of visiting aquatic locations or distance they believe they can swim in open water.

10.3. Unprompted Water Safety Message Recall

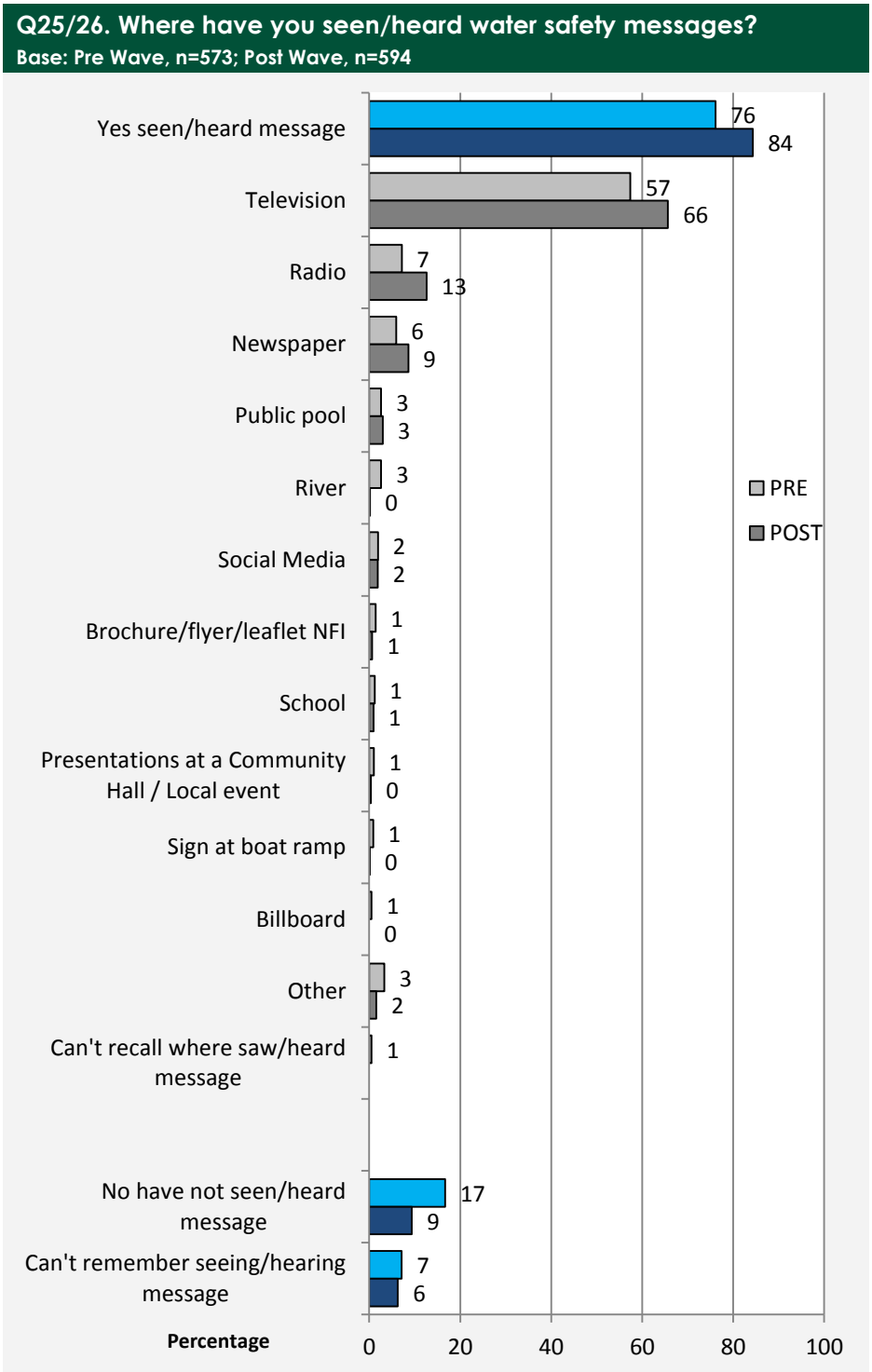
All respondents were asked if they had seen or heard a water safety message in the last 12 months, and if they had they were asked to identify where they had seen or heard the message.

Significantly more Post Wave respondents (84%) than Pre Wave respondents (76%) reported having seen or heard a water safety message during this period. Some (Pre 17%, Post 9%) reported not having seen or heard any water safety messages and a few (7% Pre, 6% Post) could not remember or were unsure if they had seen or heard anything (see Figure 33).

The majority (Pre 57%, Post 66%) of both samples believed they had seen the campaign on television; endorsement was low and similarly distributed across all other possible channels. Radio was significantly more often reported in the Post Wave (13%) than in the Pre Wave (7%).

These results are consistent with the campaign timing and media mix, but show that before the campaign there was a substantial "background level" of people believing they had been exposed to messages about water safety. In the Pre Wave, before the Respect the River campaign was active, some will have been exposed to water safety messages from other sources, and some respondents will simply believe that they must have been exposed to such messages whether they recalled any specific campaign or not. People who believe they have been exposed to messages about any topic tend to believe that their exposure will have been on television.

Figure 33: Perceptions of Community Water Safety Awareness



Demographic Differences

In both the Pre and Post Waves, there were no significant demographic differences between those respondents who recalled seeing or hearing a water safety related message and those who did not. There were also no significant differences observed in the Pre Wave when message channels were examined in light of the demographic variables.

However, there were differences in the Post Wave. The small group (5% of the Post Wave) who never visit aquatic locations were much less likely to report having seen or heard water safety messages (59%) than those who have visited aquatic locations (86% aware). The larger group that had not swum or engaged in recreational activities on the Murray River were also less likely to be aware (77% against 89% of those who have done so in the past two weeks), with the intermediate group falling between these (82%). Thus lack of involvement in aquatic recreation appears to reduce attention to and recall of water safety messages.

There were also small but significant differences by age group in the Post Wave in reports of exposure to messages on the radio (17% for those aged under 55, 6% for those 55+ years) with the difference reversed for newspapers (13% for those aged 55+ years, 5% for younger respondents). Females were also more likely than males to report exposure the messages in newspaper (12% against 5% of males).

10.4. Message Communicated

Respondents who reported seeing or hearing a water safety message in the last 12 months were asked what the message was about.

As shown in Figure 34 there were a number of significant differences between the Pre and Post Wave replies.

- A quarter of Pre Wave respondents (25%) but only 11% of Post Wave respondents identified the message seen/heard was related to backyard pool safety and/or the need for fencing around pools
- 12% in the Pre Wave and none in the Post Wave recalled the message was related to children's water safety and drowning dangers specific to children
- 'Kids alive: Do the five' campaign messages were mentioned by 10% of Pre Wave and none of the Post Wave respondents
- 6% of Pre Wave and none in the Post Wave reported the message was about water safety and gave no further detail
- 6% of Pre Wave and none in the Post Wave reported one or more messages about the need to check for or be aware of hazards such as currents, snags, or submerged objects
- A range of other specific messages were mentioned by 1% to 5% in the Pre Wave and not mentioned in the Post Wave

Some other messages were reported by similar percentages in both waves, including:

- 11% Pre and 8% Post Wave said the message was in relation to instructions to wear lifejackets
- 6% Pre and Post mentioned messages about swimming between the flags or not swimming alone.

River related messages were mentioned as follows:

- 6% mentioned messages related to checking or taking caution in relation to current, snags or submerged objects
- 5% mentioned the Murray River specifically or mentioned river related dangers such as deep holes and/or river drownings
- 4% loosely mentioned respecting the river

Two messages were significantly more likely to be reported in the Post Wave than in the Pre Wave sample:

- 9% Post Wave and 5% Pre Wave mentioned messages about not drinking alcohol
- 8% Post Wave and 4% Pre Wave mentioned messages about respecting the river

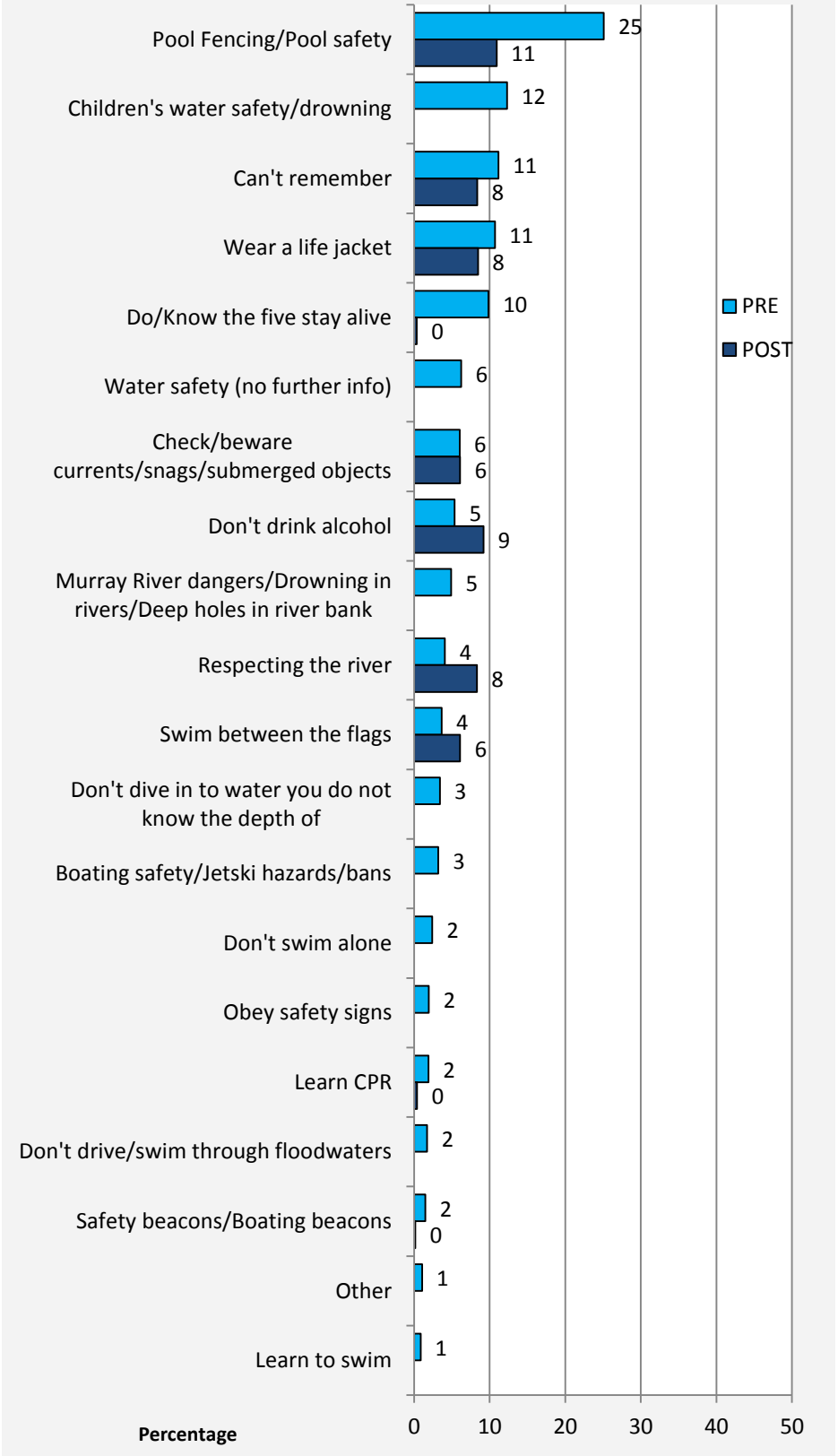
The differences show that the relatively high level of reporting exposure to messages about water safety in the Pre Wave was often due to exposure to specific campaigns that stayed in respondents' memories, with some of these having "faded" to lower levels in the Post Wave.

Figure 34: Perceptions of Community Water Safety Awareness

Q27. What was the water safety message about?

Base: Respondents who recalled seeing/hearing a water safety message in the last 12 months

Pre Wave, n=437; Post Wave, n=497



Demographic Differences

In the Pre Wave, females were significantly more likely than males to mention messages related to:

- ✧ At home pool safety and/or pool fencing (30% against 20%)
- ✧ Children's water safety/drowning/need to learn to swim (17% against 8%)

Men were significantly more likely to mention messages related to checking and being aware of current, snags and/or submerged objects (9% against 3%).

There were no significant differences in the Pre Wave based on age, self-rated swimming ability, recency of visiting the Murray River or frequency of visiting any aquatic location.

In the Post Wave there were no significant differences between age group, gender, recency of visiting the Murray, swimming ability or frequency of visiting aquatic locations.

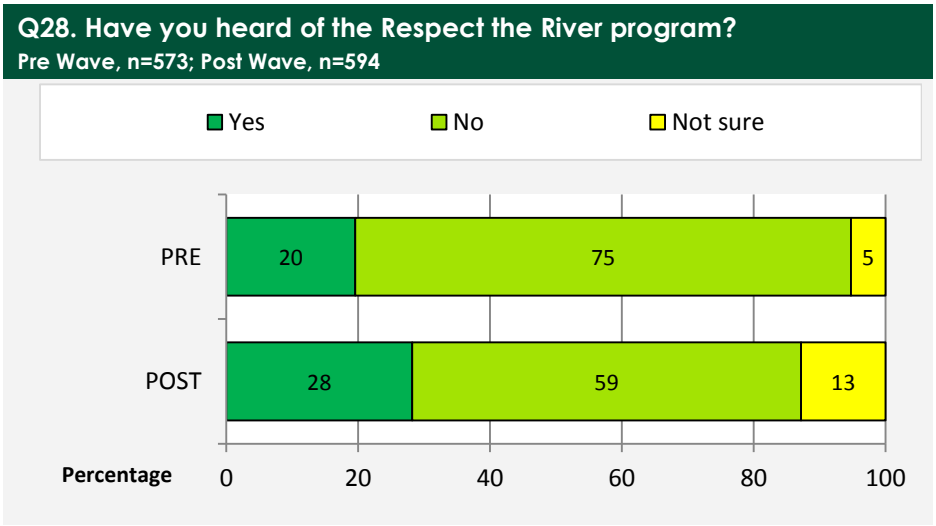
10.5. Prompted 'Respect the River' Recall

The results pertaining to the recall of the program are shown in Figure 35. Before the program 'Respect the River' was launched nationally, all respondents to the survey were directly asked if they had heard of the program. This question was included to provide a baseline measure for erroneous campaign recognition to provide clearer measures of actual exposure in the post-program launch research.

One out of five (20%) Pre Wave respondents erroneously identified that they had heard of 'Respect the River'. Some of these respondents may have been subject to suggestibility while others may have incorrectly identified the program as being related to other river related programs. Another 1% of Pre Wave respondents (4% in total) reported they had heard or seen messages about respecting the river.

In the Post Wave, only those who had not mentioned having seen or heard messages about respecting the river were asked whether they had heard of the Respect the River campaign. 28% of those asked (94% of the total Post Wave sample) said they had. Within the total Post Wave sample, 33% had said either that they had heard or seen messages about respecting the river (6%) or said they had heard of the Respect the River campaign (27%). The total aware in the Pre Wave

Figure 35: Heard of Respect the River



Demographic Differences

There were no significant differences between males and females or by age group in Pre Wave or Post Wave total awareness.

Those who could swim less than 50 metres in open water or who could not swim in open waters were less likely than those who could swim 50 metres or more to be aware in the Pre Wave (13% against 24%). This difference almost disappeared in the Post Wave (31% against 34%) suggesting that the Post Wave awareness measure was in fact primarily a measure of campaign awareness rather than confusion with other campaigns or expressing an assumption amongst interested respondents that, if there was a campaign about water safety, they would have seen or heard it.

10.6. Preferred Communication Channels

Respondents were asked generally what communication channels they would most prefer to receive water safety messages. As some respondents mentioned more than one preferred channel, these have been grouped and are expressed as 'NETT: Channels preferred" in Figure 36.

The majority of respondents mentioned television (Pre 86%, Post 83%) as a channel, just under half (Pre 45%, Post 47%) mentioned signs or banners at aquatic locations, with a similar proportion (Pre 43%, Post 45%) mentioning the radio.

Around two out of five respondents mentioned social media (Pre 41%, Post 38%) and schools (Pre 39%, Post 44%).

Respondents who selected more than one preferred communication channel were asked to identify which would be their most preferred

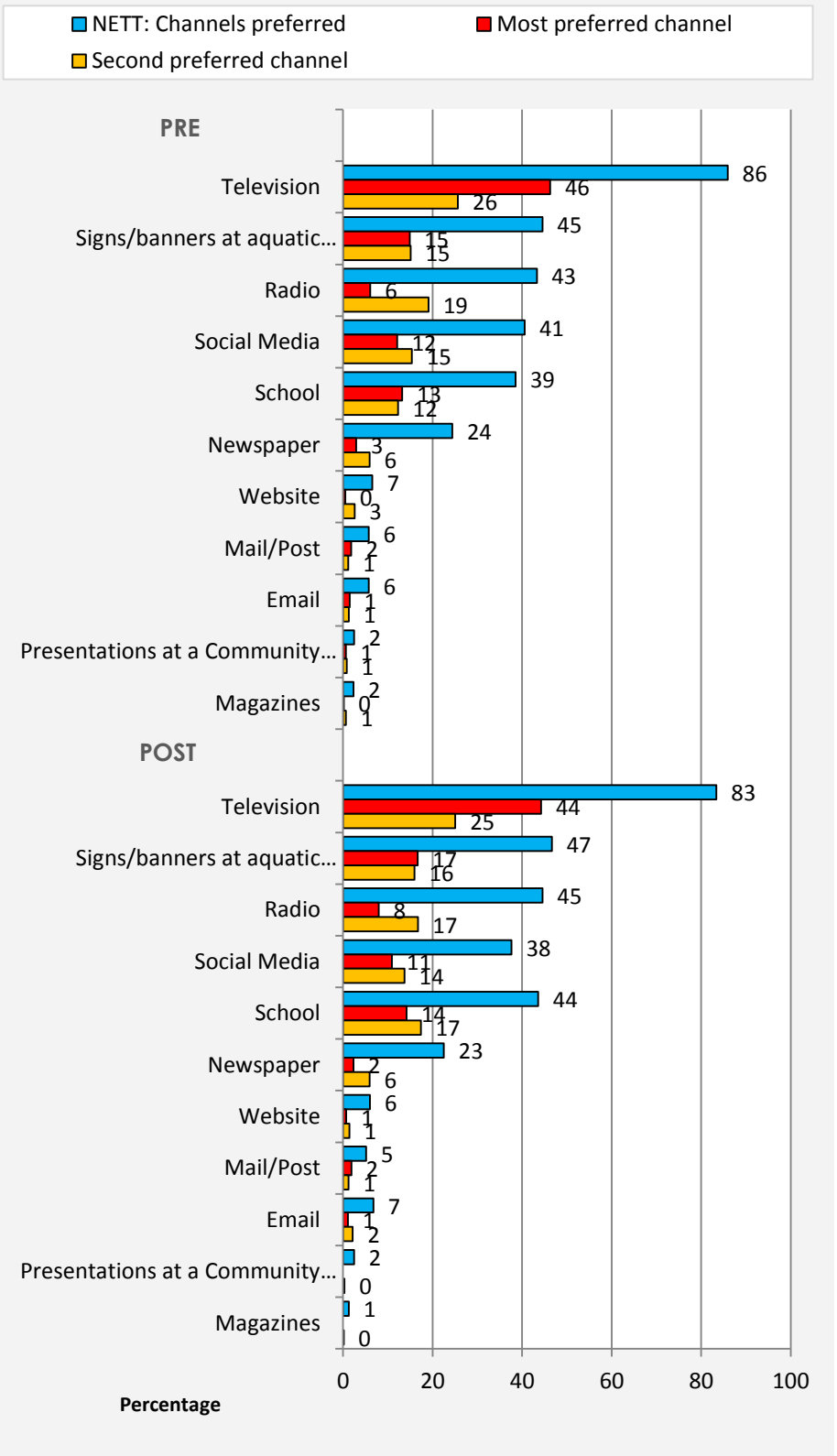
channel. Again television was the most popular response (Pre 46%, Post 44%), followed by signs or banners at aquatic locations (Pre 15%, Post 17%). A similar proportion mentioned schools as their first preference (Pre 13%, Post 14), closely followed by social media (Pre 12%, Post 11%). No other channel was endorsed by at least one out of ten respondents.

Respondents who selected more than two preferred communication channels were also asked to identify which would be their second most preferred communication channel. A quarter (Pre 26%, Post 25%) identified television as their second choice, meaning that 72% of Pre Wave respondents and 69% of Post Wave respondents rated television as being one of their top two preferred channels for receiving water safety messages.

Radio was chosen as a second preferred channel by 19% (Pre) and 17% (Post), followed by signs or banners at aquatic locations (15% Pre, 16% Post) and social media (15% Pre, 14% Post).

Figure 36: Communication Channels for Water Safety Messages

Q24/24a/24b. How would you most prefer to receive water safety messages?
Pre Wave, n=573; Post Wave, n=594



Demographic Differences

There were no significant differences in the Pre Wave between males and females when it came to preferred communication channels for reception of water safety messages. However, in the Post Wave, males were significantly more likely to prefer radio (51% against 38%).

Respondents aged 55+ (34% Pre and 31% Post) were significantly more likely to nominate the newspaper as one of their preferred channels compared to those aged 18-34 (16% Pre, 11% Post) or 35-54 (18% Pre, 20% Post). This oldest age group was also significantly less likely (28% Pre, 24% Post) to nominate social media as a preferred channel, with preference for this channel highest amongst 18-34 year olds (62% Pre, 56% Post), followed by 35-54 year olds (41% Pre, 42% Post).

Poor swimmers (27% Pre, 26% Post) were significantly less likely to select social media as a preferred channel compared to average (45% Pre, 42% Post) and strong swimmers (42% Pre, 37% Post).

A similar effect was found for the distance a respondent can swim in open water in the Post Wave (but not significant in the Pre Wave). Those who cannot swim in open water or can swim less than 50 metres were less likely to prefer social media (29% Post, 37% Pre) than those who could swim 50 metres or more (Post 41%, Pre 43%).

These relationships are most likely driven by the relationship between age and both self-rated swimming ability and reported distance a respondent can swim in open water, with a higher proportion of older respondents rating themselves as 'poor' swimmers or able to swim less than 50 metres or not able to swim in open water than the younger age categories.

10.7. Key Program Messages

Post Wave respondents who reported they were aware of the Respect the River Campaign were asked what were the key messages being communicated.

Figure 37 summarises the replies. For Q40, the messages listed were not read out, but were coded by the interviewer based on what the respondent said. For Q41 the first six messages shown were read out to all those assessed from replies to Q27 and Q28 as being aware of the campaign. For the other six items, two of the six messages were read out to those aware of the campaign, so the base numbers read each of these messages varied from n=43 to n=72.

Most of the replies did not fall into the pre-coded message categories (76%). Under one in four were coded as having reported one of the pre-defined messages. These were based on the actual campaign materials.

Interviewers were not asked to record the actual replies given by respondents so it is not possible to assess what most of the messages

recalled by respondents actually conveyed to them. It is quite possible that some (and perhaps many) of these would have been assessed as aligning with a defined campaign as it is not always easy for interviewers to accurately allocate replies to pre-defined codes in the course of the interview.

For the messages that were read out to all those aware of the campaign, between half and two in three recognised each of the four key campaign messages. Two others (learn how to save a life, 40% and saving lives in Australian rivers, 30%) were less often recognised.

For the messages that were read to only some of the aware respondents, the base numbers are sufficiently low to justify some caution in drawing conclusions. Four were recognised by between half and seven in ten of the respondents prompted with that message.

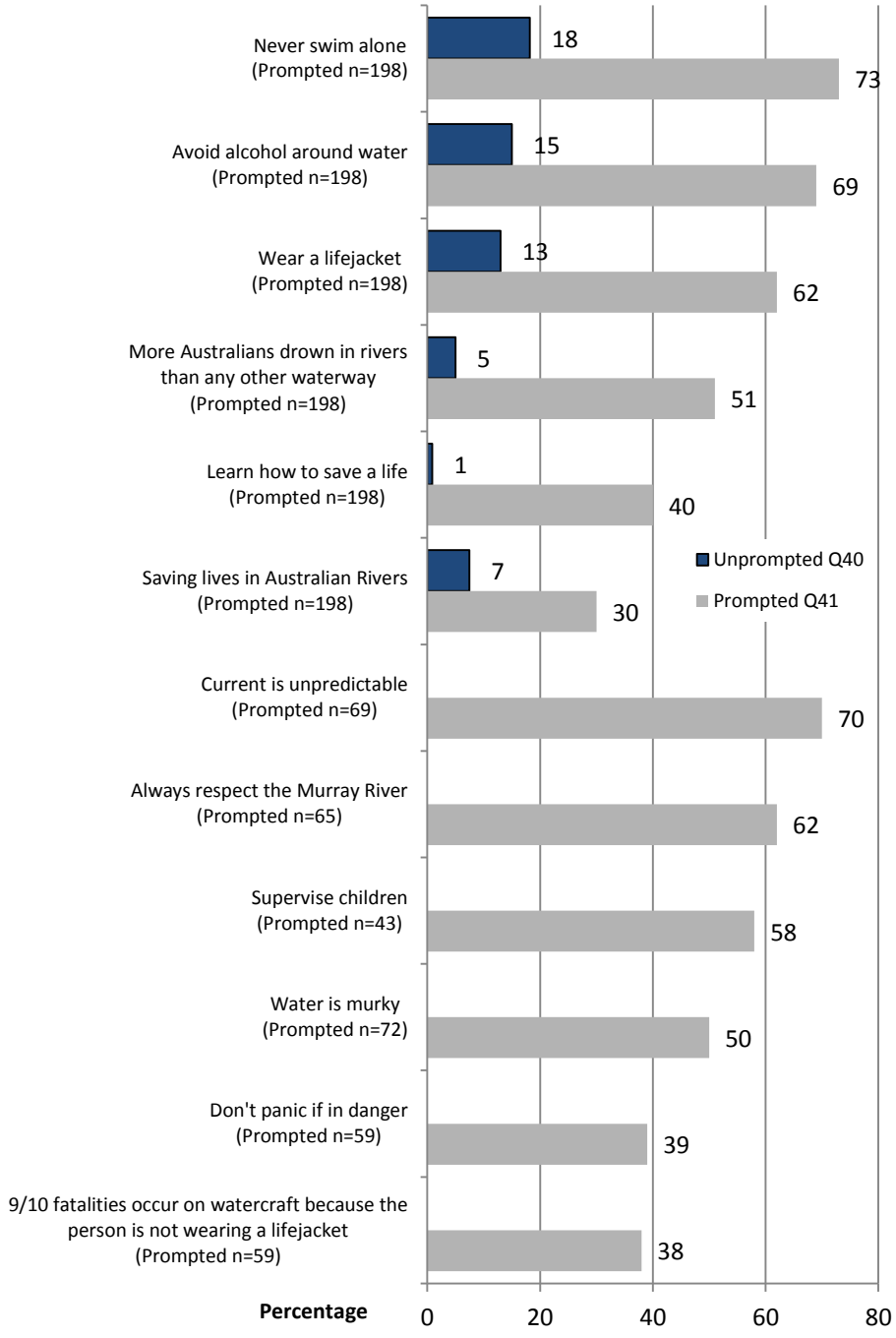
Figure 37: Key Messages communicated by the Program

Q40. And what were the key messages being communicated in the Respect the River Program?

Q41. Which of the following messages were part of the Respect the River program

Base: Post wave only.
Unprompted Total Sample

Prompted: Those aware based on Q27/Q28 (n=198) and prompted about the message (n varies)



Demographic Differences

Respondents aged under 55 were more likely than those aged 55+ years to recognise each of the campaign messages that were prompted for all campaign aware respondents, and the difference was significant for the message to wear a lifejacket (73% of those aged under 55 against 46% of those aged 55+ recognised this message among those aware of the campaign). Sample bases for the six messages that were read to only some of those aware were too small to arrive at confident conclusions about demographic variations in recognition of these messages.

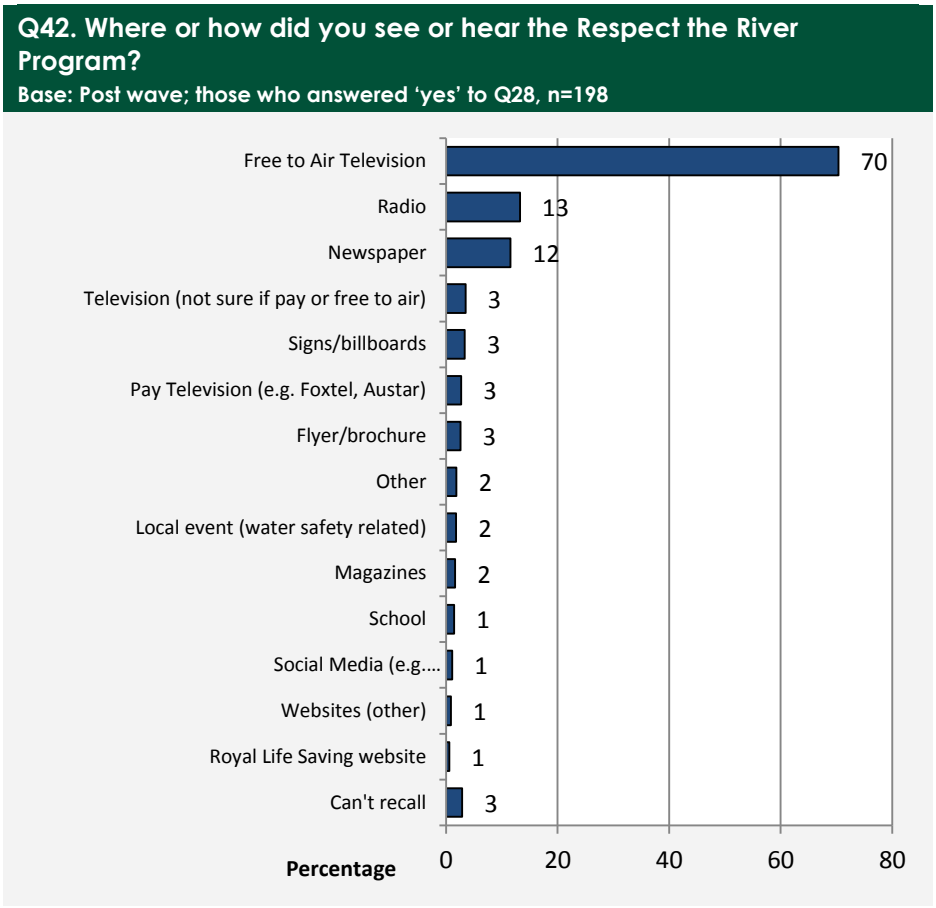
There were no significant differences by recency of Murray River activities, swimming ability or frequency of the most frequent aquatic activity.

10.8. Channel for Program

Respondents who were aware of the Respect the River program were asked where they had seen or heard of the program.

Figure 38 shows that free to air television was the dominant channel being nominated by seven in ten respondents. Some reported they had heard of it on radio (13%) or seen it in a newspaper (12%) with a wide range of other channels endorsed by 1% to 3%.

Figure 38: Where the Respect the River program was Heard or Seen



Demographic differences

There were no significant or substantial differences in the responses from different age groups, genders, or by the recency of engaging in recreational activities in the Murray River, swimming ability or frequency of the aquatic activity pursued most often.

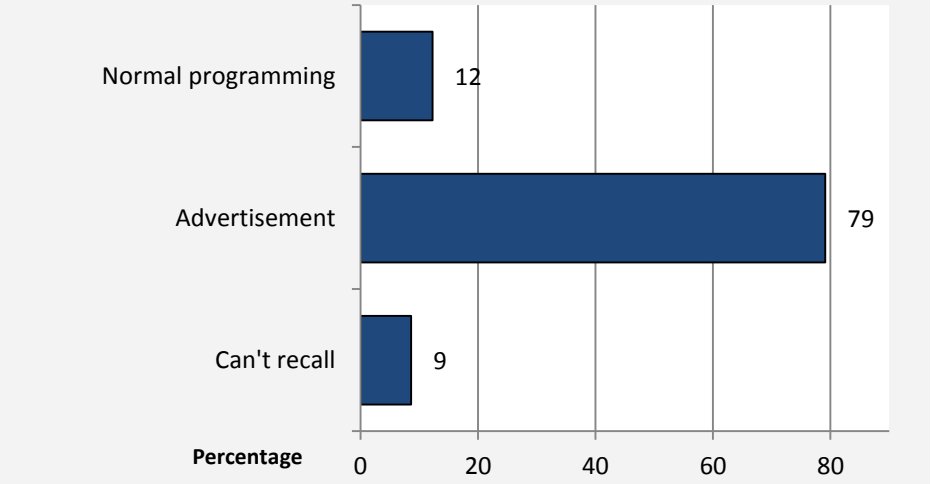
Placement of Message on Television

Those who had said they seen program material on television were asked whether this was within normal programming or in an advertisement.

Figure 39 shows that most believed they had seen an advertisement (79%) with the balance saying it had been within normal programming (12%) or being unable to say.

Figure 39: Source of Program Message on Television

Q42a. You mentioned that you heard about the Respect the River program on television. Was this during normal programming, e.g., news, current affairs, commentary, or an advertisement?
Base: Post wave; those who responded with 'Free to air TV', 'Pay TV' or 'TV (not sure if free or paid)' in Q42, n=144



Where Seen the Respect the River Community Service Announcement

For each channel prompted in Q42, those who had not selected that channel were asked if they had seen or heard the Respect the River Community Service Announcement on that channel. While the base asked about each channel thus varied with the number who had already nominated that channel, the percentages are reported in Figure 40.

The most common additional channels reported (as a percentage of all those aware of the campaign) was radio, closely followed by newspaper and at a local event (ranging from 12% to 16%). A small group had reported a channel other than television and confirmed in

answering this question that the announcement had been seen on television.

The second series of data in Figure 40 shows the total who nominated a channel in Q42 or in Q43.

Based on total nominations across Q42 and Q43 of each channel prompted in Q43, Television still dominated (78%), followed by radio (29%) and newspapers (25%). Respondents were quite likely to recall encountering the program or its messages on more than one channel.

Figure 40: Source of Program Message on Television

Q43. Have you seen or heard the Respect the River Community Service Announcement (Advertisement) on each of the following:
Base: Post wave; those aware at Q27/Q28, n=198; codes only shown if the respondent did not select the corresponding option in Q43. For example, 'Radio' was not shown here if 'Radio' was selected in Q42.

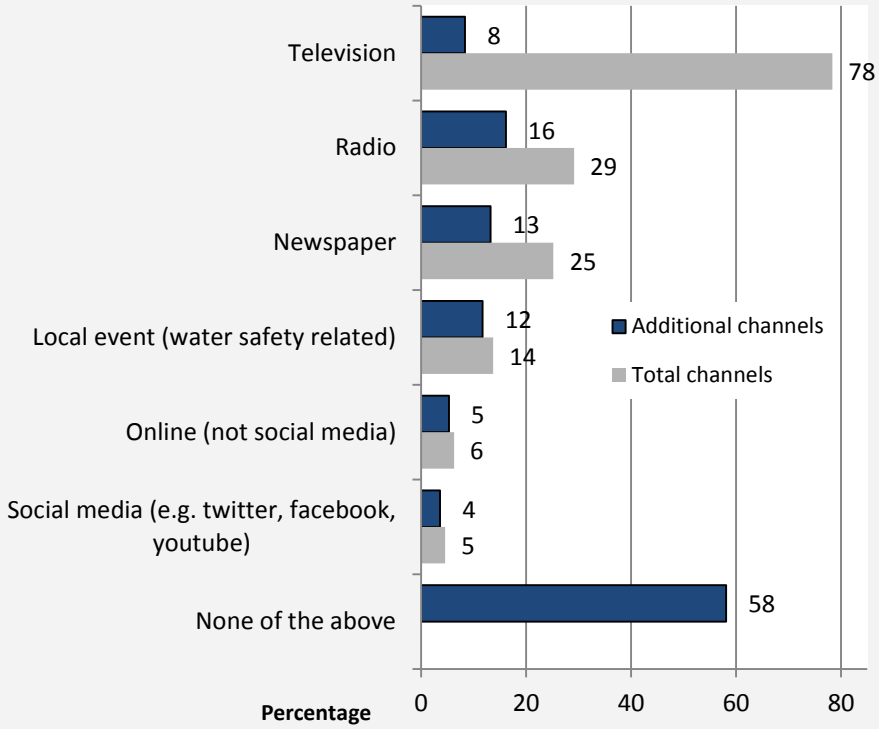
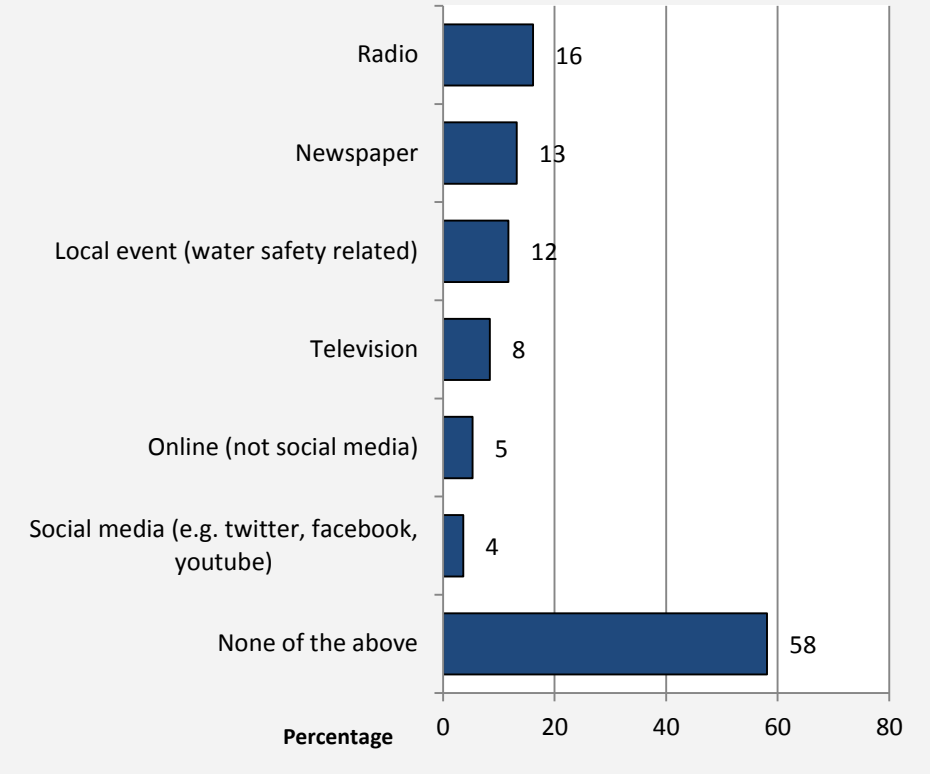


Figure 41: Source of Program Message on Television

Q43. Have you seen or heard the Respect the River Community Service Announcement (Advertisement) on each of the following:

Base: Post wave; those who answered 'yes' to Q28, n=198; codes only shown if the respondent did not select the corresponding option in Q43. For example, 'Radio' was not shown here if 'Radio' was selected in Q42.



11. About RLSSA

This section examines the relationship between the indicator of campaign exposure and items that would be expected to show campaign effects.

As explained in Section 10, a new measure of campaign awareness was developed for this analysis. It combined those who said they had heard a message about respecting the river (Q27 code 4) with those who said they were aware of the Respect the River campaign (Q28). Note that on this measure, there were respondents in the Pre Wave who indicated exposure to the campaign, despite the major campaign effort not starting until the last two days of the Pre Wave field period. This provides an estimate of the level of mistaken claims to have been exposed to the campaign. By testing the relationship between this measure of exposure and items measuring intended campaign outcomes it is possible to assess whether there is more evidence of effect within the Post Wave data than within the Pre Wave data. If the higher level of estimated exposure in the Post Wave is due to actual campaign exposure, this is the pattern that would be expected.

11.1. Key Post Wave Findings

9% more Post Wave respondents aware of the campaign believed most drowning deaths occurred in rivers, creeks and streams (51%) than among those not aware (42%)	**7%** fewer Post Wave aware respondents believed most drowning deaths occur in swimming pools (25%) than among those not aware of the campaign (32%)

It is worth noting items where there was no difference between those assessed as aware and those not aware of the campaign. Importantly, these included:

- Age group
- Gender (although those aware were more often female, 61%, than those not aware, 54%, the difference was not statistically significant)
- Self rated swimming ability
- Maximum distance the respondent could swim in open water
- How recently the respondent had participated in a CPR course
- How frequently they take part in their highest frequency aquatic activity

There were significant differences by campaign awareness in:

- Whether the respondent swims when visiting rivers, creeks or streams ….

Post Wave, 54% if Aware, 45% if Not Aware (+9%)
Pre Wave, 67% if Aware, 53% if Not Aware (+14%)

- ✧ Whether the respondent goes boating when visiting rivers ….
  Post Campaign, 65% if Aware, 55% if Not Aware (+10%)
  Pre Campaign, 54% if Aware, 45% if Not Aware (+9%)

However, these two effects are unlikely to be specific to the Respect the River program as they were equally strong in the Pre Wave and Post Wave. We must accept that other campaigns that respondents can confuse with the program are associated with how often respondents go swimming or boating in the Murray. Perhaps those who engage in these activities more often pay attention to all messages about water safety on the river and so were more likely to claim exposure to the campaign or the message to respect the river, or more likely to believe they must have encountered these.

Thus it is unlikely that relationships between campaign awareness and other items can be due to differences between those aware and those not aware on demographic variables, swimming ability or aquatic activities, except perhaps for the frequency of engaging in swimming or boating when visiting the Murray River.

Other items that showed either changes from the Pre Wave to the Post Wave, or differences in the Post Wave between those aware and those not aware of the campaign, did not meet the three criterial that would allow us to conclude that there had been a campaign effect.

11.2. A Note on the Research Design

Three criteria need to be met to confidently conclude that here has been a campaign effect on a measure. These are:

- ✧ A significant change, consistent with the campaign's messages, between the Pre Wave and Post Wave results
- ✧ Within the Post Wave data, a significant difference consistent with campaign messages between those aware and those not aware of the campaign
- ✧ Within the Pre Wave data, little or no difference between those who believed they had been exposed to the campaign and those who did not

Differences that are substantial but not statistically significant can be accepted as consistent with concluding that the campaign has had an effect, but not give confidence in drawing that conclusion.

If there are similar differences between those aware and those not aware within both Waves, this suggests that the difference is produced by the characteristics of those who claim awareness, rather than being effects of campaign exposure. This is particularly the case if there is no difference between the overall Pre and Post Wave results.

A difference between the Pre and Post Wave results might be due to the campaign but might be due to other influences. To be confident such a difference is due to the campaign requires the additional criteria to be met.

The campaign might have had effects that will not be assessed as passing these criteria if the indicator of campaign exposure is inaccurate. More specific prompts about the campaign execution, and if possible actually showing the campaign announcement to respondents would provide greater confidence in the assessment of campaign exposure. If a substantial number of those exposed to the campaign did not recognise the 'Respect the River' slogan, then real campaign effects might have been missed.

11.3. Effects on Knowledge and Beliefs

There were statistically significant differences between those assessed as campaign aware and those not aware, and some non-significant differences consistent with a campaign effect on a number of knowledge measures. The contrast with very small differences (or even differences in the opposite direction) within the Pre Wave sample strengthens the conclusion that the Post Wave differences are campaign effects.

- A number of items that measure intended campaign effects showed increases from the Pre Wave to the Post Wave; while only some of these were statistically significant, the pattern suggests that the campaign has had some of the intended effects, but that the campaign will have to achieve a greater reach to produce more substantial shifts in knowledge, beliefs attitudes and behaviour
- Recognition that rivers creeks and streams are the main location of drowning deaths was the one item that showed a significant change for the Pre Wave to the Post Wave and a relationship with the measure of campaign exposure within the Post Wave sample (but not within the Pre Wave sample):
    - Pre Wave 32%, Post Wave 45% (significant increase)
    - In the Post Wave, 51% of those aware and 42% of those not aware endorsed this location (significant difference)
    - In the Pre Wave there was no difference in endorsement of this item between those indicating awareness of the campaign and those not indicating awareness (both 32%)
- In response to the same question, the percentage believing that swimming pools were the main location of drowning deaths showed clear evidence of a campaign effect, mirroring the effects for endorsing rivers, creeks and streams, although the differences were not all significant:
    - Pre Wave 47%, Post Wave 45% (significant decrease)

- Within the Post Wave, 25% of those aware and 32% of those not aware endorsed this location (not significant but in the expected direction)
- Within the Pre Wave there was little difference in endorsement of this item between those indicating awareness of the campaign (44%) and those not indicating awareness (48%)

Other statistically significant differences between those aware and those not aware of the campaign in the Post Wave included:

- ✧ Always or mostly wearing a lifejacket when on watercraft ….
  Post Wave, 63% of aware, 51% of not aware (+12% - significant)
  Pre Wave, 58% of aware, 56% of not aware (+2%)
  But no change overall from Pre Wave (57%) to Post Wave (57%)
- ✧ Not wearing a lifejacket when boating or jet skiing on rivers, ratings of high risk….
  Post Wave, 80% of aware, 68% of not aware (+12%)
  Pre Wave, 62% of aware, 75% of not aware (–13%)
  But no significant change from Pre Wave (to Post Wave (both 72%)
- ✧ Believing that community awareness of water safety has increased ….
  Post Wave, 56% of aware, 39% of not aware (+17%)
  Pre Wave, 51% of aware, 36% of not aware (+17%)
  A near significant increase from Pre Wave (39%) to Post Wave (45%)

Differences which were not quite significant include:

- ✧ Considering consuming alcohol when undertaking aquatic activities in rivers, creeks and streams rated as high risk ….
  Post Wave, 94% among Aware, 86% among Not Aware (+8%)
  Pre Wave 88% among Aware, 83% among Not Aware (+5%)
  A small increase from the Pre Wave (88%) to the Post Wave (92%)
- ✧ Not wearing a lifejacket when kayaking or canoeing in waterways rated as high risk ….
  Post Wave, 70% of aware, 63% of not aware (+7%)
  Pre Wave, 76% of aware, 65% of not aware (+11%)
  Little change from the Pre Wave (67%) to the Post Wave (65%)
- ✧ Not checking for submerged objects before getting in on waterways rated as high risk …
  Post Wave, 87% of aware, 81% of not aware (+6%)
  Pre Wave, 79% of aware, 81% of not aware (–2%)
  No difference overall between Pre Wave (83%) and Post Wave (81%)
- ✧ Not checking current before getting in rated as high risk
  Post Wave, 77% of aware, 67% of not aware (+10%)

Pre Wave, 71% of Aware, 78% of not aware (–7%)
A small fall from the Pre Wave (76%) to the Post Wave (71%)

- ✧ Using river tree rope swings high risk ….
  Post Wave, 64% of Aware, 57% of not aware (+7%)
  Pre Wave, 60% of Aware, 57% of not aware (+3%)
  Little difference between Pre Wave (58%) and Post Wave (59%)
- ✧ Not knowing how to perform CPR high risk ….
  Pre Wave, 55% of Aware, 47% of not aware (+7%)
  Post Wave, 49% of Aware, 50% of not aware (–1%)
  Little difference between Pre Wave (50%) and Post Wave (49%)

These differences are generally consistent with the conclusion that the campaign has influenced more of the population to express views about water safety that are consistent with the campaign's intentions. Only two of the differences were also found in the Pre Wave, suggesting that the Pot Wave differences were due to the campaign. However, the small differences or even reverse differences from the Pre Wave to the Post Wave suggest that either the campaign reach is insufficient to show a worthwhile impact, or that the relationship with campaign awareness was not reliable evidence of a campaign effect.

11.4. Campaign Effects on Behaviour

The reports of some water safety behaviour that showed significant effects of campaign awareness were:

- ✧ Always or mostly check safety signs before entering the water
  Post Wave, 74% of Aware, 57% of Not aware (+14%)
  Pre Wave, 67% of Aware, 56% of Not Aware (+11%)
  A small difference (+5%) between the Pre Wave (58%) and Post Wave (63%)
- ✧ Always or mostly wearing a lifejacket when on watercraft
  Post Wave, 63% of Aware, 51% of Not Aware (+12%)
  Pre Wave, 58% of Aware, 56% of Not Aware (+2%)
  Little difference (-2%) between the Pre Wave (57%) and the Post Wave (55%)

A non-significant trend suggesting a campaign effect on behaviour was found for:

- ✧ Always or mostly check for submerged objects before diving into a river, creek or stream …
  Post Wave, 32% of Aware, 24% of Not aware (+8%)
  Pre Wave, 40% of Aware, 34% of Not Aware (+6%)
  But, a significant fall (-8%) from the Pre Wave (31%) to the Post Wave (23%)

11.5. Effects on Awareness of RLSSA

While campaign awareness had no effect on having heard of the Royal Life Saving Society – Australia, (perhaps because almost everyone has

heard of the Society) there were significant differences in believing the RLSSA's main activities include (asked Post Wave only):

- The National Drowning Report ….
  29% of Aware, 18% of Not Aware (+11%)
- CPR, First Aid and Lifeguard Education and Training by the RLSSA …
  70% of Aware, 60% of Not Aware (+10%) – asked Post Wave only

There were non-significant trends for a campaign effect on believing that the RLSSA main activities include:

- Drowning Prevention Advocacy ….
  64% of Aware, 57% of Not Aware (+7%)
- Pool Lifeguard Services ….
  45% of Aware, 37% of Not Aware (+8%)

As this item was not asked in the Pre Wave it is not possible to assess whether there was any change from before to after the campaign not whether there was an effect of the incorrect indication of campaign awareness within the Pre Wave.

11.6. Impact of Messages

Recognition of some messages (based on Q41) was associated with responses to questionnaire items dealing with the same issue as the message, with one of these associations being statistically significant, and some others being large enough to suggest that, given higher reach and larger numbers recognising campaign messages, other significant effects might emerge.

Relevant effects include:

- Those who recognised the message to wear a lifejacket were more likely than those who did not to always wear a lifejacket (53% against 45%, but not significant)
- Those who recognised the message to avoid alcohol around water were:
  - More likely to consider drinking alcohol when undertaking aquatic activities to be high risk (85% against 63%, significant)
  - More likely to consider consuming alcohol when undertaking water activities to be high risk (96% against 87%, but not significant)
- Those who recognised the never swim alone message were:
  - Less likely to consider swimming alone to be high risk (59% against 67% - not significant and the reverse of what would be expected if the campaign message had had the intended effect)

- More likely to consider swimming alone in rivers, creeks and streams to be high risk (66% against 55% - not significant, but in the expected direction)

While only one difference was statistically significant, and there was one that appeared to be the reverse of what would be expected, the overall pattern is consistent with campaign messages influencing the views of respondents as was intended. However, the effects might also be due to those who hold particular beliefs being more likely to notice and recall campaign messages consistent with their existing beliefs.

11.7. Conclusion: Campaign Impact

Given the relatively low level of campaign awareness (up to 33%) and possible confusion with other water safety campaigns, although the effects that have emerged are generally not large and only one met the standard for concluding the campaign had an effect, the data appear to offer promise that the campaign might achieve intended outcomes if its reach could be increased over time. However, at this stage, only one effect can confidently be attributed to the campaign. Either the indicator of campaign exposure is inaccurate, or the campaign reach is insufficient for statistically significant effects to be found that meet the three criteria for a campaign effect.

It might be possible to develop a more accurate indicator of campaign exposure using either verbal descriptions of specific visual features of the television announcement (such as the sudden fade to black from the tranquil river scene), or by showing the announcement to the respondent online. However, the small and limited changes found between the Waves suggest that the low level of exposure (up to 33% in the Post Wave) was not an underestimate.

12. About RLSSA

This section of the report details findings to questions about RLSSA as an organisation.

12.1. Key Post Wave Findings

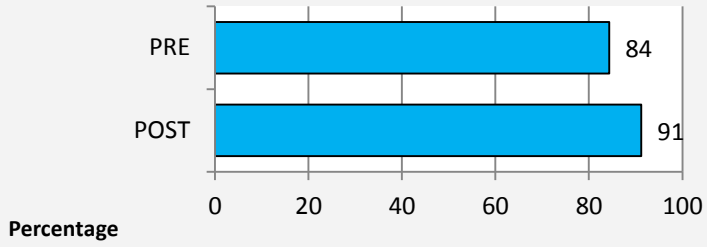
91%	77%
Of Post Wave respondents reported that they were aware of RLSSA	of Post Wave respondents believed the main aim of RLSSA was beach safety and rescues

12.2. Awareness of RLSSA

All respondents were asked if they were aware of RLSSA. Figure 42 shows that more than four out of five (Pre Wave 84%) and more than nine out of ten (91% Post Wave) reported being aware of RLSSA. The increase was not significant but consistent with the campaign having raised awareness of the RLSSA.

Figure 42: Awareness of RLSSA

Q29. Have you heard of the organisation Royal Life Saving Society – Australia before today?
Base: Pre wave, n=573; Post wave, n=594



Demographic Differences

In the Pre Wave, awareness of RLSSA was significantly lower amongst 18-34 year olds (75%) than all other age groups (35-54, 96%; 55+, 88%). In the Post Wave, awareness was so high that there was little room for such differences to be repeated, with 93% of those aged 35+ and 90 of those aged under 35 being aware.

Males aged 18-34 years old had the lowest level of self-reported awareness (72% against 79-91%) in the Pre Wave. The very high level of awareness in the Post Wave means that this pattern had disappeared.

The only other significant difference between demographic sub-groups was that respondents who reported never visiting an aquatic location in the last 12 months were significantly less likely to be aware of the RLSSA

(64% Pre, 75% Post) compared to those that visited frequently (85% Pre, 91% Post) or occasionally (86% Pre, 94% Post).

12.3. Main Aims of RLSSA

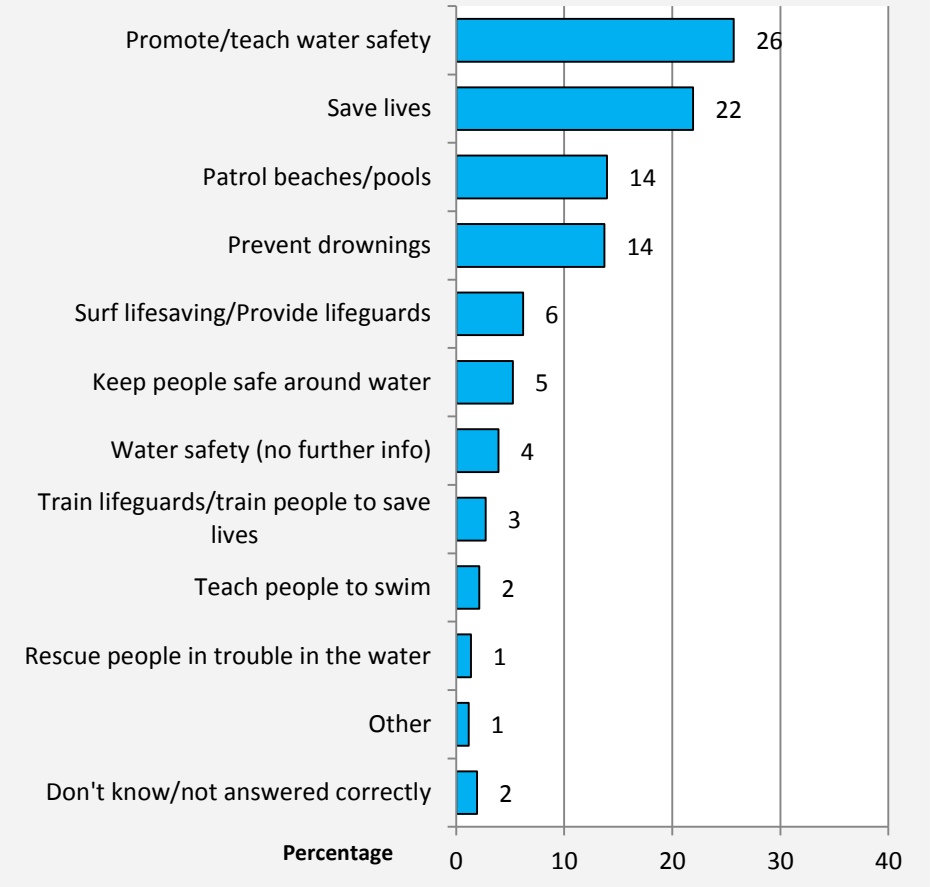
All Pre Wave respondents who were aware of RLSSA were asked what they believed the main aim of the organisation was. The most common response, provided by 26% of all respondents was 'promote/teach water safety', while 'save lives' (22%), 'patrol beaches/pools' (14%) and 'prevent drowning' (14%) were also common replies (see Figure).

A number of respondents provided incorrect responses, mainly around the areas of operational lifesaving such as patrolling beaches/pools (14%), managing or providing Surf lifesaving and lifeguards (6%) and training lifeguards/lifesaving (3%).

This question was not asked in the Post Wave.

Figure 43: Main Aim of RLSSA

Q30. And what do you think is the main aim of Royal Life Saving Society – Australia?
Base: Pre wave: Respondents aware of the RLSSA, n=488



Demographic Differences

Males were significantly more likely than females to say they believed the main aim of RLSSA was to save lives (26% and 18% respectively)

while females were significantly more likely than males to say they believed the main aim was to keep people safe around water (8% against 3%) and train lifeguards/train people to save lives (4% against 1%).

Though not significant, respondents aged 55+ (27%) were more likely to believe the main aim of RLSSA is to save lives than those aged 18-34 (16%) or 35-54 (19%).

More frequent visitors to aquatic locations were significantly less likely to indicate the main role of RLSSA is to promote and teach water safety (23% against 37% for occasional visitors and 33% for non-visitors).

12.4. Main activities of RLSSA

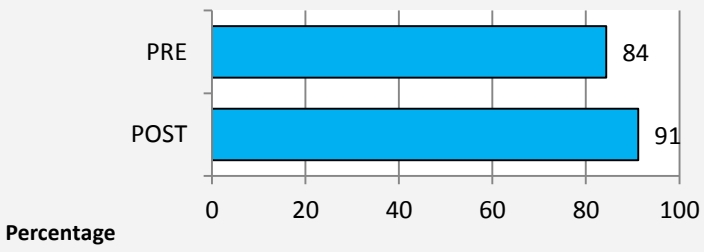
In the Post Wave, respondents aware of the RLSSA were asked which of a list of description that the interviewer read out "best describes the main activities of the Royal Life Saving Society – Australia as an organization. The distribution of replies is shown in Figure 44.

Over three in four considered beach safety and rescues to be a main activity (77%), followed by training in life saving and first aid (63%) and advocacy for drowning prevention (60%). The other activities were endorsed as "main activities" by less than half the respondents. The National Drowning Report was either not considered a main activity or not known to most respondents, as only 21% endorsed this as a main activity.

shows that more than four out of five (Pre Wave 84%) and more than nine out of ten (91% Post Wave) reported being aware of RLSSA. The increase was not significant but consistent with the campaign having raised awareness of the RLSSA.

Figure 44: Awareness of RLSSA

Q29. Have you heard of the organisation Royal Life Saving Society – Australia before today?
Base: Pre wave, n=573; Post wave, n=594



Demographic Differences

In the Pre Wave, awareness of RLSSA was significantly lower amongst 18-34 year olds (75%) than all other age groups (35-54, 96%; 55+, 88%). In the Post Wave, awareness was so high that there was little room for

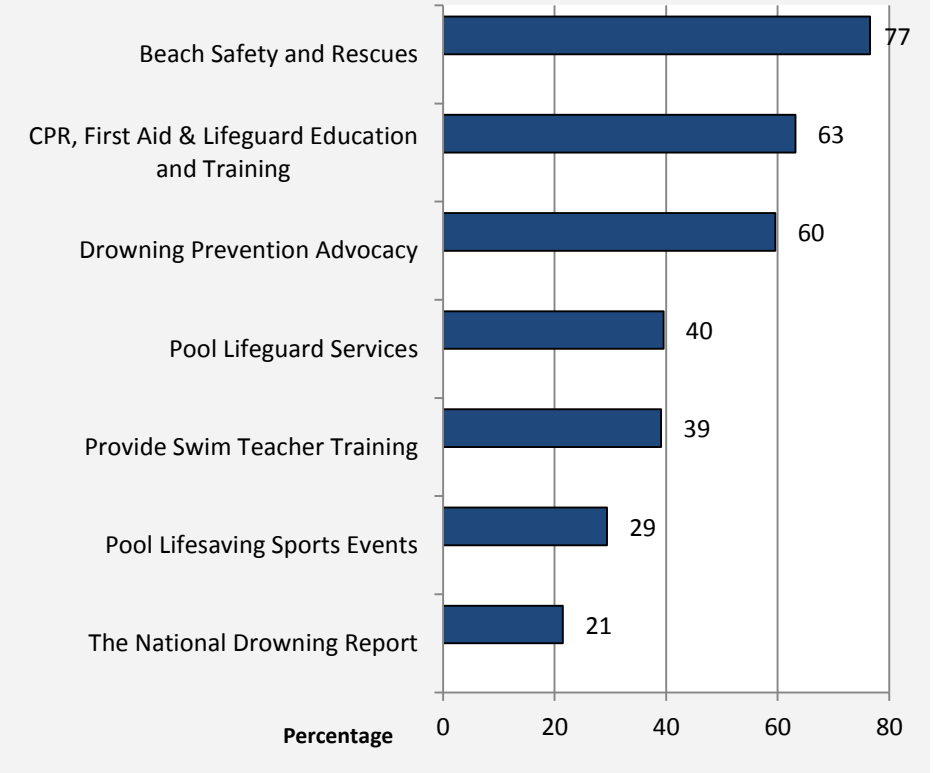
such differences to be repeated, with 93% of those aged 35+ and 90 of those aged under 35 being aware.

Males aged 18-34 years old had the lowest level of self-reported awareness (72% against 79-91%) in the Pre Wave. The very high level of awareness in the Post Wave means that this pattern had disappeared.

The only other significant difference between demographic sub-groups was that respondents who reported never visiting an aquatic location in the last 12 months were significantly less likely to be aware of the RLSSA (64% Pre, 75% Post) compared to those that visited frequently (85% Pre, 91% Post) or occasionally (86% Pre, 94% Post).

Figure 45: Main Activities of RLSSA – Prompted, Post Wave

Q30. And what do you think best describes the main activities of the Royal Life Saving Society – Australia as an organization?
Base: Post wave, n=544



There were no significant or even substantial differences in responses to the question between age groups, genders, by recency of visiting the Murray, frequency of aquatic activities or swimming ability.

Appendix: 2016 (Post Wave) Questionnaire Used

Introduction – OLD RESPONDENTS (applicable to those who participated in study #5043)

Good [.....] I am calling to speak to [NAME FROM SAMPLE]. My name is [….] from Taverner Research, an independent market research company.

You participated in a survey with us in October last year for the Royal Life Saving Society – Australia. We are calling you back as you agreed to participate in the follow-up survey which is again on water safety amongst residents living in and around the Murray River region. The survey will take approximately 12-15 minutes to complete.

The information and opinion you provide will only be used for research purposes and not personally identifiable.

IF NECESSARY SAY: You can check that my company Taverner Research is accredited with the Market and Social Research Society of Australia by calling the Society's Survey Line on 1300 364 380.

IF NEEDED: make an appointment for another time

Introduction – NEW RESPONDENTS (applicable to those who DID NOT participate in study #5043)

Good [.....] my name is [….] from Taverner Research, an independent market research company.

We are conducting a survey about water safety amongst residents living in and around the Murray River region. The survey will take approximately 12-15 minutes to complete.

The information and opinion you provide will only be used for research purposes and not personally identifiable.

IF NECESSARY SAY: You can check that my company Taverner Research is accredited with the Market and Social Research Society of Australia by calling the Society's Survey Line on 1300 364 380.

IF NEEDED: make an appointment for another time

DEMOGRAPHIC SCREENERS – PREVIOUS RESPONDENTS

I just need to reconfirm a few of your details that you provided the last time we spoke to you.

S1.1, Can you please confirm you live in [PIPE FROM S1 IN JOB 5043]

1. Yes
2. No (SPECIFY)

S1a.1. Confirming you live within 50km of the Murray River?

1. Yes
2. No TERMINATE

S1b.1. And is your postcode [PIPE FROM S1b IN JOB 5043]?

1. Yes
2. No (SPECIFY)

S3.1. Are you still in the [PIPE FROM S3 IN JOB 5043] AGE BRACKET?

1. Yes
2. No, aged by one year

SKIP TO Q1

DEMOGRAPHIC SCREENERS – NEW RESPONDENTS

S1. To make sure we speak to a good cross-section of the community I just need to ask you a couple of questions. Firstly, what is the name of the town where you live?

1. Albury
2. Echuca
3. Mildura
4. Mulwala
5. Wodonga
6. Yarrawonga
7. Other **(SPECIFY)**

S1a. How far from the Murray River do you live? Would that be..

1. 0-50 km
2. 51-100km TERMINATE
3. More than 100km TERMINATE

S1b. Can you please confirm your postcode is [LOAD FROM SAMPLE]

1. Yes
2. No (SPECIFY)

S2. INTERVIEWER AUTO CODE GENDER.

1. Male
2. Female

S3. Which of the following age groups do you belong to? READ OUT
IF DECLINES TO GIVE AGE, CONTINUE: We need to know your age group to make sure we have a good sample and compare answers from different age groups. If you decide to

not answer this question we will have to stop here and we will not be able to include your views in this important study. Remember your privacy is completely protected.

1. Under 18 **THANK & TERMINATE**
2. 18-34
3. 25-29
4. 30-34
5. 35-39
6. 40-44
7. 45-49
8. 50-54
9. 55-64
10. 65-74
11. 75+
12. CONFIRMS REFUSAL – THANK & TERMINATE

Great you qualify for this study!

Q1. Based on your current knowledge, where do you think most drowning deaths occur within Australia? Is it … READ OUT CODES 1-6
RANDOMISE. KEEP 7 DON'T KNOW LAST

1. Bathtubs and spa baths
2. Beaches
3. Lakes, dams and lagoons
4. Oceans and harbours
5. Swimming pools
6. Rivers, creeks and streams
7. Don't know DO NOT READ OUT

Q2. How often do you check safety signs at an aquatic location before entering the water? Do you do this…

1. Always
2. Mostly
3. Sometimes
4. Rarely
5. Never
6. DO NOT READ OUT Never go in the water GO TO Q4

Q3. Thinking generally about your visits to aquatic locations, how often do you enter the water alone?

1. Always
2. Mostly
3. Sometimes
4. Rarely
5. Never

Q4. And how often do you wear a lifejacket when on watercraft (boats, kayaks, etc.)?

1. Always
2. Mostly
3. Sometimes
4. Rarely
5. Never
6. DO NOT READ OUT Never go on watercraft GO TO Q6

Q5. How often do you encourage your family and friends to wear a lifejacket when on watercraft (boats, kayaks, etc.)?

1. Always
2. Mostly
3. Sometimes
4. Rarely
5. Never

Q6. I am going to read you some statements, can you please tell me for each if you agree, disagree or neither agree or disagree.
IF AGREE OR DISAGREE: Is that agree/disagree or strongly agree/disagree?

1. Strongly agree
2. Agree
3. Neither agree or disagree
4. Disagree
5. Strongly disagree

✧

✧ **STATEMENTS: RANDOMISE ASK 4 ONLY**

a) Most drowning deaths are preventable
b) All Children should be taught swimming and water safety at school
c) All people should be taught first aid
d) All people should wear a lifejacket on a boat
e) All people should be taught water safety skills
f) All people should learn CPR
g) It is ok to drink alcohol on a boat

Q7. Please indicate for each of the following statements how risky you believe each activity is in relation to drowning?

1. Little or No risk
2. Some Risk
3. Moderate Risk
4. High Risk
5. DO NOT READ OUT Unsure

✧

✧ **ACTIVITIES RANDOMISE ASK 5 ONLY**

a) Drinking alcohol and undertaking aquatic activities
b) Combining medication with alcohol while engaging in aquatic recreational activities
c) Not wearing a lifejacket when boating or jet skiing
d) Not wearing a lifejacket when kayaking or canoeing
e) Not checking water temperature before getting in
f) Not checking for submerged objects before getting in
g) Not checking the current before getting in
h) Fishing
i) Swimming alone
j) Not knowing how to perform CPR

Q8. On a scale of 0-10 where 0 means cannot swim and 10 is expert swimmer, how would you rate your swimming ability?

1. Cannot swim (0)
2. 1
3. 2
4. 3
5. 4

6. 5
7. 6
8. 7
9. 8
10. 9
11. Expert swimmer (10)
12. Don't know (DO NOT READ OUT)

IF ANSWERS 2 TO 12 PROCEED TO Q9, IF ANSWERS 1 SKIP TO Q10

Q9. What is the maximum distance you think you could swim non-stop in open water (e.g. river, lake, creek etc)?

1. Less than 50 metres
2. 50 to 100 metres
3. More than 100 metres
4. I can't swim in open water

Q10. When was the last time you participated in a CPR or First Aid course?

1. Last 12 months
2. More than 12 months ago, but within the last 3 years
3. More than 3 years ago
4. Never

Q11. On average how often have you visited the following aquatic locations in the last 12 months?

1. Every day
2. 2-3 times a week
3. Once a week
4. 2-3 times a month
5. Once a month
6. Every 3 months
7. Every 6 months
8. Once a year
9. Never

LOCATIONS - RANDOM AND ROTATE ASK 5, 7, 8 & RANDOM 3

1. A beach
2. A public pool
3. A residential pool or spa (i.e. a pool/spa at a home dwelling)
4. A dam
5. A river
6. A lake
7. A creek
8. A stream
9. A lagoon

IF LOCATION CODES 5,7 AND/OR 8 SELECTED WITH FREQUENCY 1 (EVERYDAY)-8 (ONCE A YEAR) ASK Q12, OTHERWISE SKIP TO Q16

Q12. Which of the following activities do you normally do when visiting rivers, creeks or streams?

RANDOM AND ROTATE

1. Swimming
2. Boating
3. Fishing
4. Picnic/BBQ
5. Water sports

6. Walking beside the water
7. Do not visit waterways – GO TO Q15
8. Other (specify)

Q13. When you visit rivers, creeks or streams, is this normally on….

1. Weekends
2. Weekdays
3. Both weekends and weekdays

Q14. How often do you check for submerged objects before diving in to a river, creek or stream,?

1. Always
2. Mostly
3. Sometimes
4. Rarely
5. Never
6. Never dive in to a river, creek or stream

Q15. How risky do you believe the following features of rivers, creeks and streams are?

1. Little or No risk
2. Some Risk
3. Moderate Risk
4. High Risk
5. DO NOT READ OUT Unsure

FEATURES RANDOMISE ASK 5 ONLY

a. Currents
b. Snags (Debris in an under the water)
c. Cold water
d. Steep river banks
e. Boat ramps
f. Rocks
g. Bridges
h. Jetties
i. Sewage / water pipes or drains

Q16. Which of the following groups do you think records the highest number of drowning deaths in rivers?

1. Persons who live locally to a river (less than 100km away)
2. Domestic tourists (Australian residents on holidays in Australia, who live 100km or more away)
3. International tourists (overseas residents on holidays in Australia)

Q17. What proportion of drowning deaths in rivers do you think could be prevented?

1. Nearly all of them
2. More than half
3. About half
4. Less than half
5. Hardly any

Q18. I am going to read you a list of factors that could contribute to drowning. Tell me for each whether you think they are likely to be major factors contributing to drowning deaths in rivers, creeks and streams. SELECT ALL THAT APPLY

1. Alcohol
2. Lack of personal protective equipment
3. Cold Water
4. Age
5. Gender
6. Type of Activity (i.e. Kayaking)
7. Driving through floodwaters
8. Falling in the water unexpectedly

IF SELECTED MORE THAN TWO AT Q18 ASK Q18A, OHERWISE SKIP TO Q19

Q18a. And which two do you think are <u>the most likely</u> to be factors contributing to drowning deaths in rivers, creeks and streams
DISPLAY CODES SELECTED AT Q18 MUST SELECT TWO

Q19. How risky would you say each of the following activities are if occurring in rivers, creek and streams?

1. Little or No risk
2. Some Risk
3. Moderate Risk
4. High Risk
5. DO NOT READ OUT Unsure

ACTIVITIES RANDOMISE ASK 7 ONLY

a. Consuming alcohol when undertaking aquatic activities
b. Combining medication with alcohol while engaging in aquatic recreational activities
c. Not wearing a lifejacket when boating or jet skiing
d. Not wearing a lifejacket when kayaking or canoeing
e. Not checking water temperature before getting in
f. Not checking for submerged objects before getting in
g. Not checking the current before getting in
h. Fishing
i. Swimming alone
j. Using river tree rope swings
k. Jumping from bridges
l. Driving through flood waters
m. Swimming in floodwaters
n. Not knowing how to perform CPR

Q20. Should the wearing of lifejackets be mandatory when boating on a river, creek or stream …. READ OUT SINGLE RESPONSE

1. For adults aged 18+ only
2. For children aged under 18 only
3. For both adults and children
4. Not for anyone
5. DO NOT READ OUT: Unsure

Q21. Should skippers of boats on a river creek or stream be breathalyzed? READ OUT 1-3 DO NOT READ OUT 4-6

1. More regularly than they are now
2. About the same as they are now
3. Less often than they are now
4. Should not be breathalyzed

5. Should only be breathalyzed if they have an accident
6. Did not know they can be breathalyzed now
7. Don't know

Q22. When did you last swim or engage in recreational activities on the Murray River? START READING OUT CODES 1-9. PAUSE BETWEEN EACH AND STOP AT FIRST ONE ENDORSED.

1. Within the last day
2. Within the last 2 days
3. Within the last week
4. Within the last two weeks
5. Within the last month
6. Within the last 3 months
7. Within the last 6 months
8. Within the last 12 months
9. Not within the last 12 months

IF ANSWERS TO Q22 (1 TO 8) ASK Q22a. IF ANSWERS 9, SKIP TO Q23

Q22a. Which of the following activities did you do on your most recent visit to the Murray River. Did you go…

1. Swimming
2. Boating
3. Fishing
4. Picnic/BBQ
5. Water sports
6. Walking beside the water
7. Other (specify)

Q23. Over the past 3 years, do you think that community awareness of water safety in relation to rivers, creeks and streams has increased, decreased or hasn't changed much?

1. Increased
2. Decreased
3. Hasn't changed much
4. Don't know

Thinking now about media communications, messaging and advertising related to water safety.

Q24. How would you most prefer to receive water safety messages? Please tell me your three most preferred. READ OUT

1. Television
2. Radio
3. Newspaper
4. Magazines
5. Website
6. Email
7. Social Media
8. School
9. Presentations at a Community Hall
10. Mail/Post
11. Signs/banners at aquatic locations

IF TWO OR MORE SELECTED AT Q24 ASK Q24A, OTHERWISE SKIP TO Q25

Q24A. And which would be your most preferred method of receiving water safety messages?

DISPLAY CODES SELECTED AT Q24

Q24B. And which would be your next most preferred method of receiving water safety messages?

DISPLAY CODES SELECTED AT Q24, EXCLUDING CODE SELECTED AT Q24A

Q25. Have you seen/heard a water safety message within the past 12 months?

1. Yes
2. No
3. I can't remember

IF CODE 1 AT Q25 ASK Q26, OTHERS SKIP TO Q28

Q26. Where did you see/hear the water safety messages? MR

1. Television
2. Radio
3. Newspaper
4. Magazines
5. Website
6. Email
7. Social Media
8. School
9. Presentations at a Community Hall / Local event
10. Public pool
11. Other (specify)

Q27. What was the water safety message about? MR

1. Swim between the flags
2. Don't drink alcohol
3. Wear a life jacket
4. Respecting the river
5. Pool Fencing at Homes
6. Other (SPECIFY)
7. Can't remember

IF CODE 4 SELECTED AT Q27 SKIP TO Q40

Q28. Have you heard of the Respect the River program?

1. Yes
2. No SKIP TO Q29
3. Not sure SKIP TO Q29

Q40. And what were the key messages being communicated in the Respect the River program? DO NOT READ

1. Wear a lifejacket
2. Avoid alcohol around water
3. Never swim alone
4. Learn how to save a life
5. More Australians drown in rivers than any other waterway
6. Saving lives in Australian Rivers

99 Other

Q41. Which of the following messages were part of the Respect the River program? ONLY SHOW CODES NOT SELECTED AT Q40

1. Wear a lifejacket

2. Avoid alcohol around water
3. Never swim alone
4. Learn how to save a life
5. More Australians drown in rivers than any other waterway
6. Saving lives in Australian Rivers

SELECT 2 OTHERS AT RANDOM TO INCLUDE FROM CODES & TO 12

7. Nine out of ten fatalities occur on watercraft because the person is not wearing a lifejacket
8. Always respect the Murray River
9. Current is unpredictable
10. Water is murky
11. Supervise children
12. Don't panic if in danger

Where or how did you see or hear the Respect the River program? DO NOT READ - IF TELEVISION PROMPT FOR FREE TO AIR OR PAY

1. Free to Air Television
2. Pay Television (e.g. Foxtel, Austar)
3. Television (not sure if pay or free to air)
4. Radio
5. Newspaper
6. Magazines
7. Royal Life Saving website
8. Websites (other)
9. Email
10. Social Media (e.g. Twitter/facebook/youtube/Instagram/pinterest)
11. School
12. Presentations at a Community Hall
13. Local event (water safety related)
14. Public pool
15. Other (specify)

ASK IF CODES 1, 2 OR 3 SELECTED AT Q42

Q42a. You mentioned that you heard about the Respect the River program on television. Was this during normal programming, e.g. news, current affairs, commentary, or an advertisement?

1. Normal programming
2. Advertisement
3. Can't recall

Q43 Have you seen or heard the Respect the River Community Service Announcement (Advertisement) on each of the following: ONLY SHOW CODES NOT SELECTED AT Q42 – READ OUT RANDOMISE

1. Television – only show if ALL codes 1-3 @ Q42 not selected -
2. Radio – only show if code 4 not selected @Q42
3. Newspaper – only show if code 5 not selected @Q42
4. Online (not social media) – only show if codes 7 and 8 not selected @Q42
5. Social media (e.g. twitter, facebook, youtube) – only show if code 10 not selected at Q42
6. Local event (water safety related) – only show if code 13 @ Q42 not selected

Q29. Have you heard of the organisation Royal Life Saving or Royal Life Saving Society – Australia before today?

1. Yes
2. No **SKIP TO END**

3. Not sure **SKIP TO END**

Q30. And which of the following do you think best describes the <u>main activities</u> of Royal Life Saving Society - Australia as an organisation? RANDOMISE

1. Drowning Prevention Advocacy
2. CPR, First Aid & Lifeguard Education and Training
3. Pool Lifeguard Services
4. The National Drowning Report
5. Pool Lifesaving Sports Events
6. Beach Safety and Rescues
7. Provide Swim Teacher Training

STANDARD CLOSE AND THANK YOU