



Irish Water Safety

Consumer Research Survey

March 2017



Irish Water Safety Survey

EXECUTIVE SUMMARY

OVERVIEW

The majority of survey respondents (68%) appreciate highly the necessity of swimming as a life skill. Even though 55% either don't possess that ability at all or approach swimming timidly, most seem not to have found themselves in difficulty in water. Amongst all other types of water sports, swimming stands out as the water-based activity most adults engage in at least "sometimes" (48%). 42% seem confident in their water safety knowledge with 66% wearing a lifejacket on the last occasion they were involved in water sports. The Irish Water Safety is the organization respondents predominantly associate with water safety education.

KEY POINTS

Level of Swimming Skills

A substantial majority of survey participants (68%) consider swimming to be either an extremely or very necessary life skill. Still, 23% of all adults don't know how to swim at all with another 32% feeling uncomfortable to cover long distances in a swimming pool – and that's also how the majority of parents (55%) describe their kids' swimming ability. Most adults though have never found themselves in difficulty in water.

Participation in Water Sport Activities

Swimming stands out as the water sport activity most adults engage in - 48% of all survey respondents state they swim at least "sometimes". Rowing and surfing top the list as the two least popular types of water sports – 95% of participants either "never" or "rarely" practice those two water-based activities. In general, all water-based sports except swimming enjoy greater popularity amongst males than females.

Water Safety Measures & Knowledge

Most survey participants (66%) wore a lifejacket the last time they took part in a water based activity. The majority of those who didn't (27%) either had none at their disposal or weren't provided with a lifejacket on that occasion. Most adults (42%) seem confident in their own water safety knowledge describing it as either excellent or good whereas only 35% of parents give their kids' knowledge the same high scores.

Organizations with a Focus on Water Safety

A predominant majority of participants (53%) perceive the Irish Water Safety as the organisation dedicated to educating people about water safety issues and drownings prevention. RNLI and Irish Coastguard both come second at 11%, followed by Waterways Ireland (8%). Awareness of "Primary Aquatics Water Safety" initiative in primary schools is low, though, as most parents (47%) don't know if it's part of their child's curriculum.



Irish Water Safety Survey METHODOLOGY

Irish Water Safety Survey

Study conducted as part of the iReach
Consumer Omnibus Survey



Consumer Research Project

Conducted by iReach Market Research on
behalf of **Irish Water Safety**

Online Survey

Fieldwork undertaken from 23rd February –
2nd March 2017



Mi Pro Survey Software

iReach utilises **leading market research
solution** for all aspects of survey project
management: sampling, design, data
collection and tabulation

Consumer Panel

Consumer Research Study conducted
nationwide
Sample Size = 1001 Respondents



iReach Online Consumer Panel

iReach uses **proprietary panel** across
consumer groups, built on a nationally
representative model



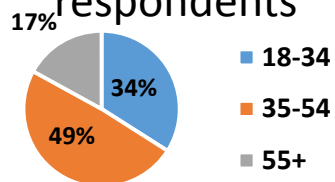
Irish Water Safety Survey

DEMOGRAPHICS

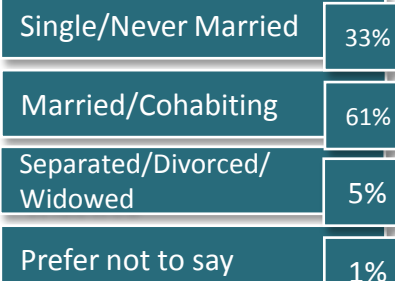
Gender



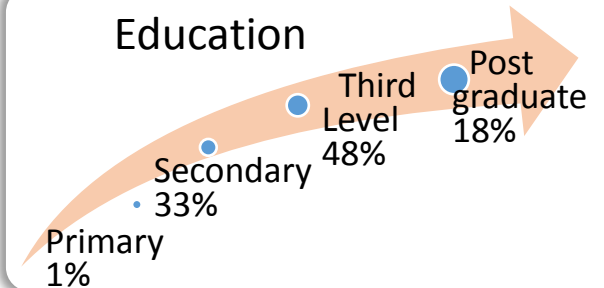
Age of respondents



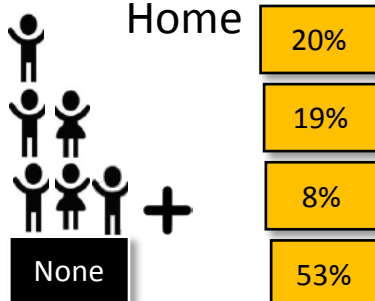
Marital Status



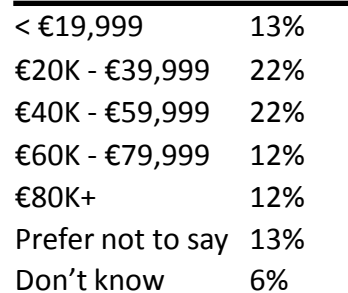
Education



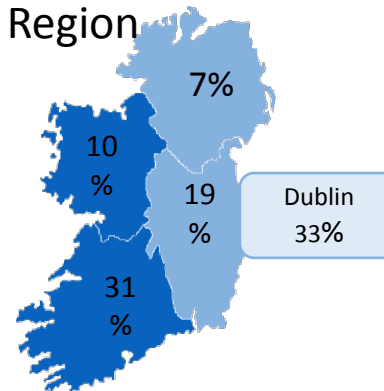
Children at Home



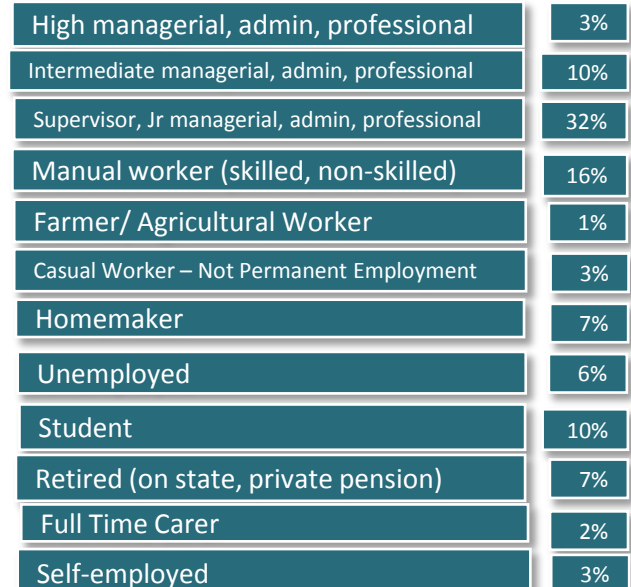
Household Income



Region

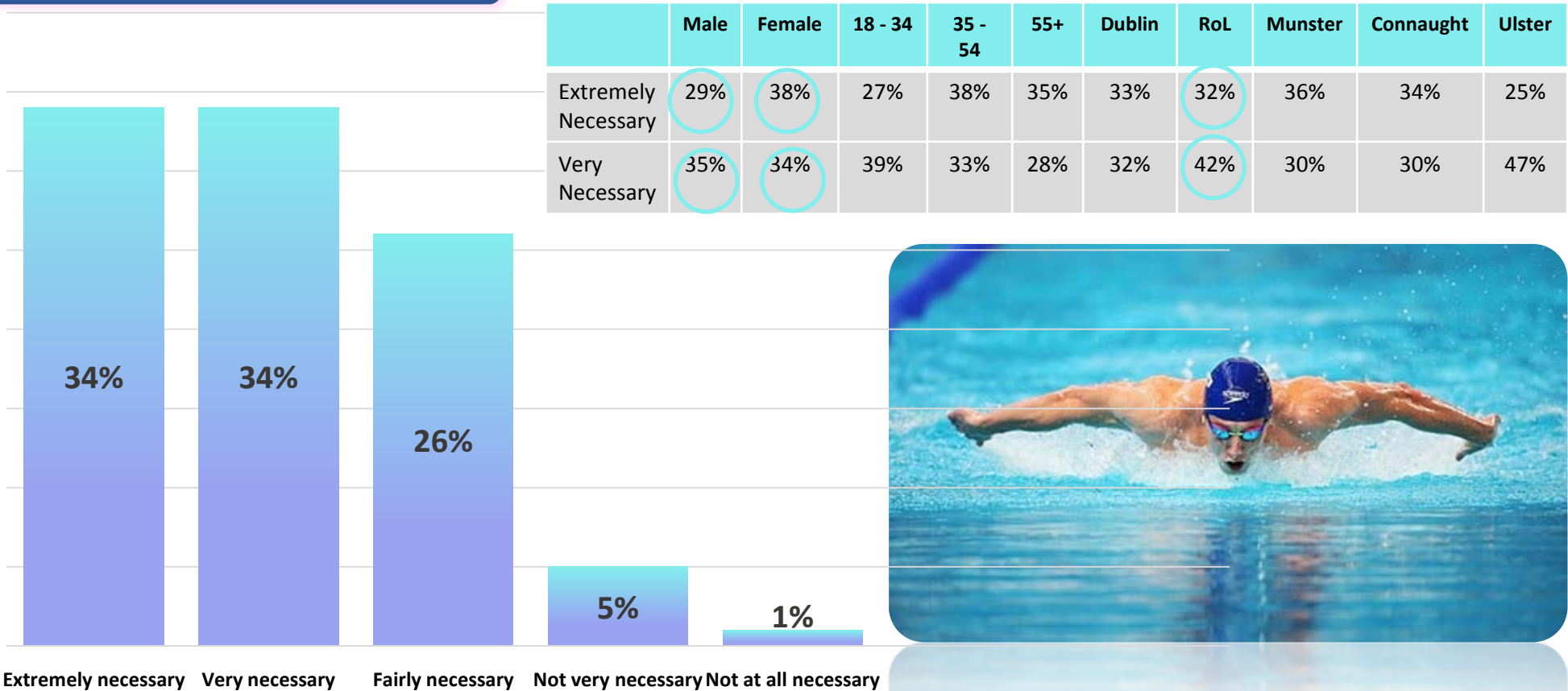


Occupation



A vast majority of survey participants (68%) consider swimming to be an extremely or very necessary life skill. ↑8% more women (72%) than men (64%) express this view. In a regional perspective, Rest of Leinster residents seem to be mostly appreciating the significance or necessity of swimming as a life skill (74%).

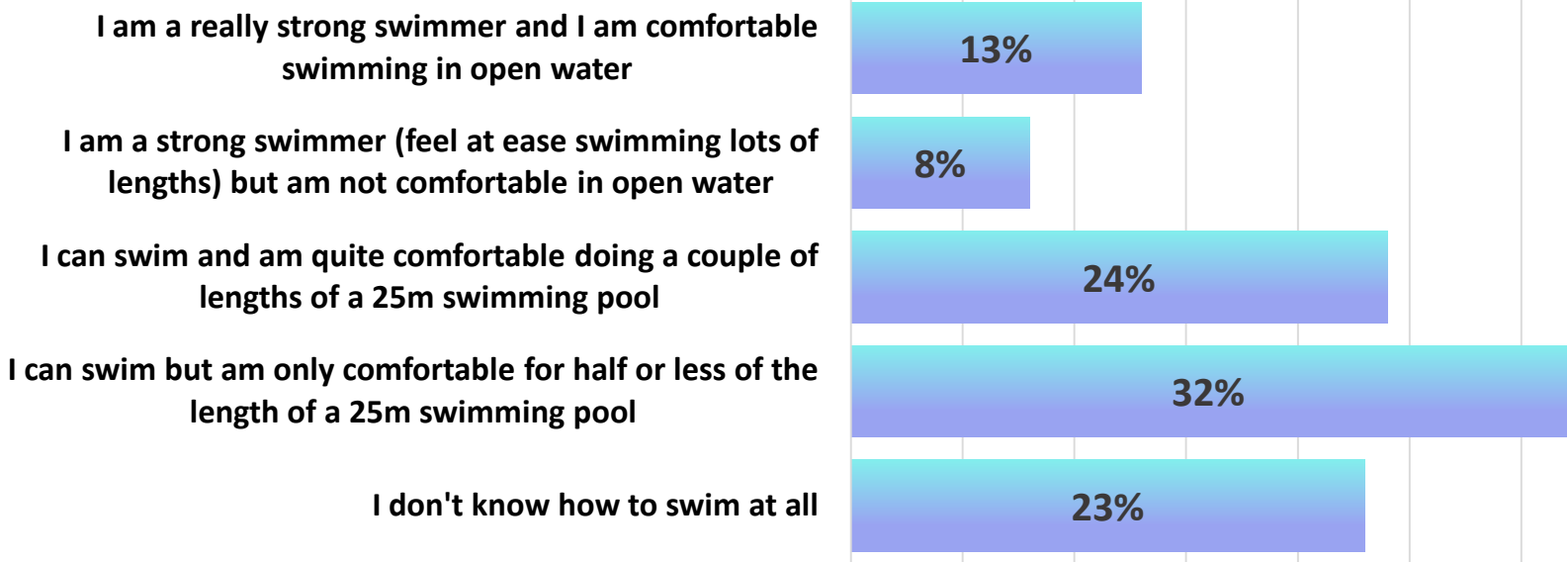
Necessity of Swimming as a Life Skill



Q: Do you believe swimming is a necessary life skill? (Single Select, n = 1001)

23% of adults don't know how to swim at all with another 32% feeling uncomfortable to swim long distances in a swimming pool. Ulster residents stand out as having the worst swimming skills or 72% (↑17% more than the average total of 55%), followed by elderly participants at the age of 55+ who stand at 68%.

Own Swimming Ability



	Male	Female	18 - 34	35 - 54	55+	Dublin	RoL	Munster	Connaught	Ulster
I don't know how to swim at all.	25%	22%	21%	23%	30%	20%	27%	19%	33%	35%
I can swim but am only comfortable for half or less of the length of a 25m swimming pool.	30%	33%	25%	34%	38%	29%	32%	34%	28%	37%

Only 21% of parents describe their children as confident swimmers – either in a swimming pool or open water. The majority though or 55% have kids who can't swim at all or feel uncomfortable covering at least one length in a 25m long swimming pool.

Child's Swimming Ability

My child is a really strong swimmer and is comfortable swimming in open water

12%

My child is a strong swimmer (feels at ease swimming lots of lengths) but is not comfortable in open water

9%

My child can swim and is quite comfortable doing a couple of lengths of a 25m swimming pool

24%

My child can swim but he / she is only comfortable for half or less of the length of a 25m swimming pool

27%

My child doesn't know how to swim at all

28%

Most adults have never found themselves in difficulty in water. From those who had, the majority experienced trouble in a swimming pool - 21%, followed by 19% who felt challenged in the sea. RoL residents stand out above the average trend for problems in swimming pools (↑10%), whereas Ulster tops the list for people exposed to danger in the sea (↑16%).

YES, in difficulty	Male	Female	18 - 34	35 - 54	55+	Dublin	RoL	Munster	Connaught	Ulster
A swimming pool	21%	21%	24%	19%	20%	22%	31 %	14%	17%	26%
The sea	21%	17%	20%	20%	16%	19%	24 %	15%	11%	35%

Being in Difficulty in Water

YES NO

A swimming pool21% 79%




The sea19% 81%




A river5% 95%



A lake4% 96%



A canal3% 97%



A quarry2% 98%



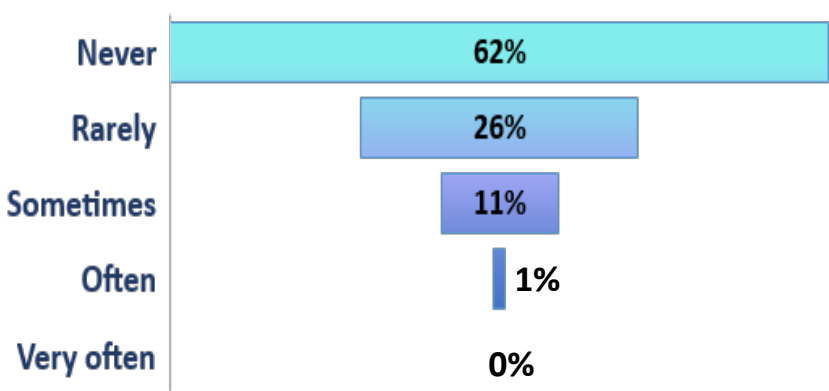
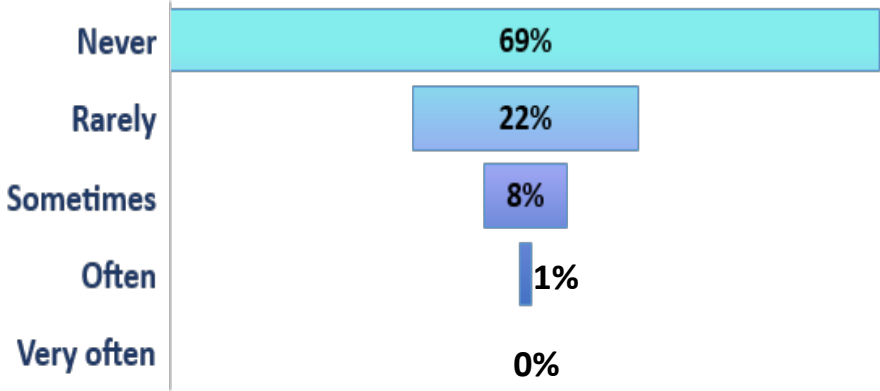
Other (e.g. home, farm, etc.)1% 99%

Most survey participants have never taken part in water sports activities such as canoeing, kayaking, padding or boating – 69% and 62%, respectively. Young adults at the age of 18-34 is the cohort mostly practicing canoeing, kayaking or padding (57% said “never”) whereas Munster residents seem to be involved in boating the most (52% “never”).

Taking Part in Water Sports

NEVER	Male	Femal e	18 - 34	35 - 54	55+	Dublin	RoL	Munster	Connacht	Ulste r
Canoeing / Kayaking Padding	68%	70%	57%	74%	81%	71%	73%	61%	70%	82%
Boating	60%	64%	57%	66%	60%	64%	66%	52%	67%	81%

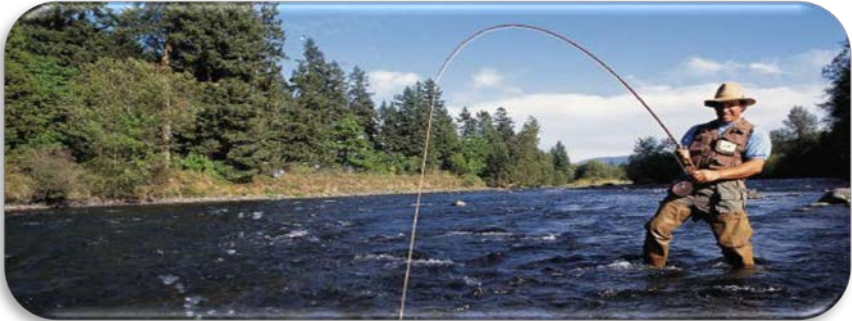
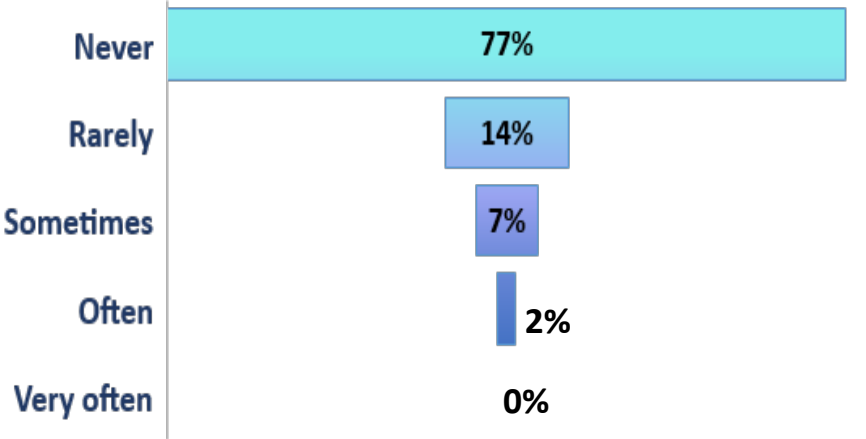
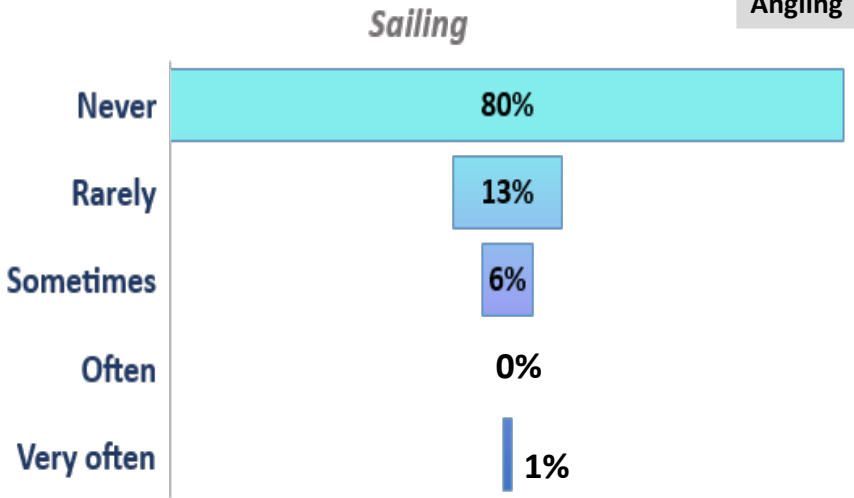
Canoeing / Kayaking / Padding



Even a higher percentage of adults don't participate in sailing or angling – 80% and 77%, respectively. Angling seems to be more of a male than female water sport as ↑18% more women state they have never practiced this type of water based activity. Sailing is least popular amongst Connacht/Ulster residents (86% - 87% said “never”).

Taking Part in Water Sports

NEVER	Male	Female	18 - 34	35 - 54	55+	Dublin	RoL	Munster	Connacht	Ulster
Sailing	79%	82%	77%	83%	78%	82%	81%	75%	86%	87%
Angling	67%	85%	76%	78%	77%	84%	80%	69%	76%	69%

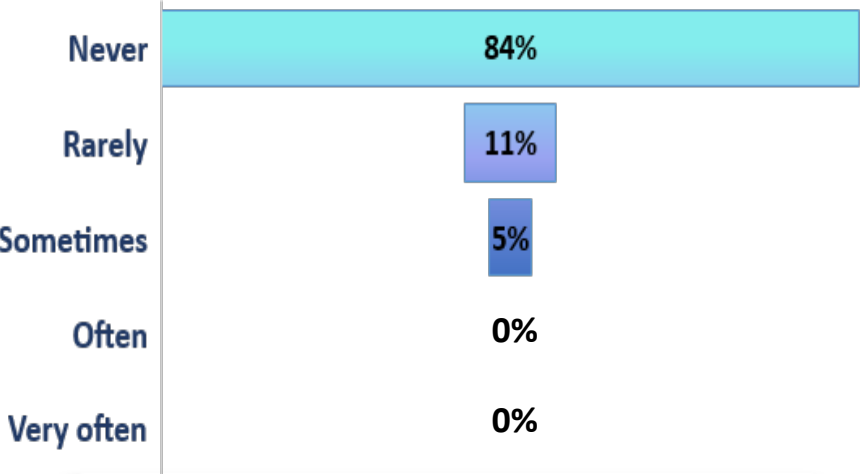


A high proportion of respondents also don't engage in water sports like rowing or surfing – 84% and 85%, respectively. Munster residents stand out as the most interested in rowing (↓8% said “never”) whereas young 18-34 adults seem to be mostly practicing surfing (↓13% “never”). Those two sports also attract more males than females.

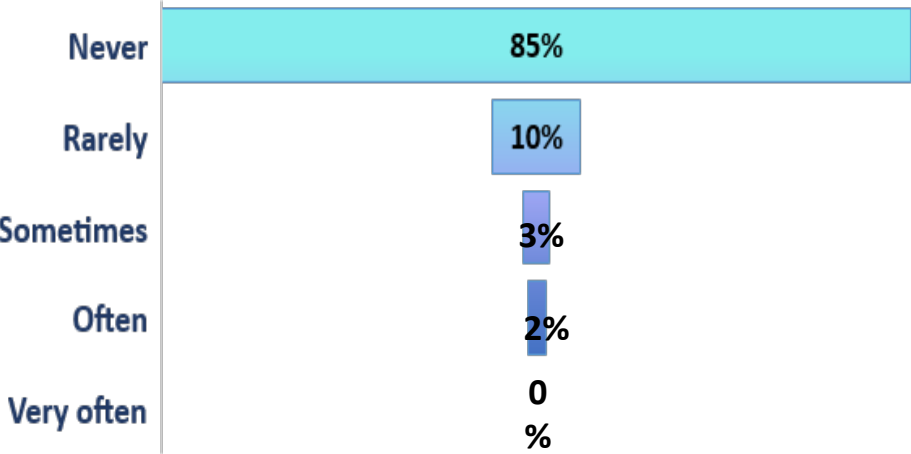
Taking Part in Water Sports

NEVER	Male	Female	18 - 34	35 - 54	55+	Dublin	RoL	Munster	Connacht	Ulster
Rowing	80%	87%	80%	85%	86%	86%	88%	76%	84%	93%
Surfing	82%	87%	72%	90%	96%	85%	89%	79%	86%	94%

Rowing



Surfing

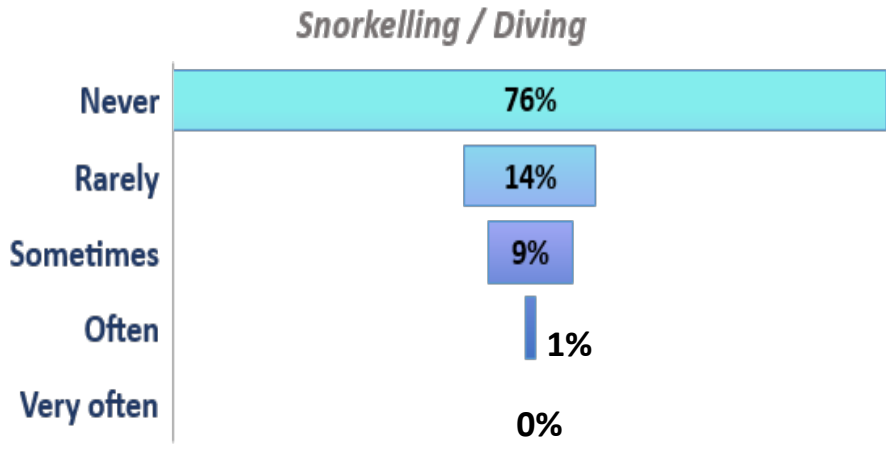
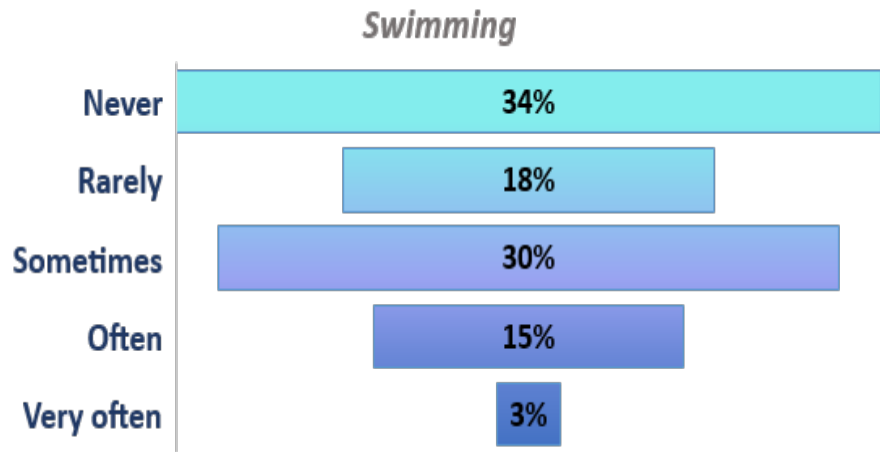


Q: Do you take part in any of the following water sports? (Single Select Grid, n = 1001)

Swimming is the water sport activity most people seem to be involved in – 18% swim often and 30% sometimes. Snorkelling & diving show the same lack of popularity compared to the other types of water sports as 76% admit they never practice it – it attracts mostly young 18-34 year olds and Munster residents (↓7% chose “never”).

Taking Part in Water Sports

NEVER	Male	Female	18 - 34	35 - 54	55+	Dublin	RoL	Munster	Connacht	Ulster
Swimming	35%	33%	29%	35%	39%	32%	38%	32%	35%	38%
Snorkelling / Diving	73%	78%	69%	76%	87%	77%	75%	69%	81%	88%



Swimming stands out as the water sport activity most adults engage in - 48% of all respondents state they swim at least “sometimes” as a minimum. Rowing and surfing top the list as the two least popular types of water sports – 95% either “never” or “rarely” practice those two water-based activities.

Most Practiced Water Sport

	Never	Rarely	Sometim es	Often	Very Often
Canoeing / Kayaking / Padding	69%	22%	8%	1%	0%
Boating	62%	26%	11%	1%	0%
Angling	77%	14%	7%	2%	0%
Rowing	84%	11%	5%	0%	0%
Surfing	85%	10%	3%	2%	0%
Swimming	34%	18%	30%	15%	3%
Snorkelling / Diving	76%	14%	9%	1%	0%
Sailing	80%	13%	6%	0%	1%

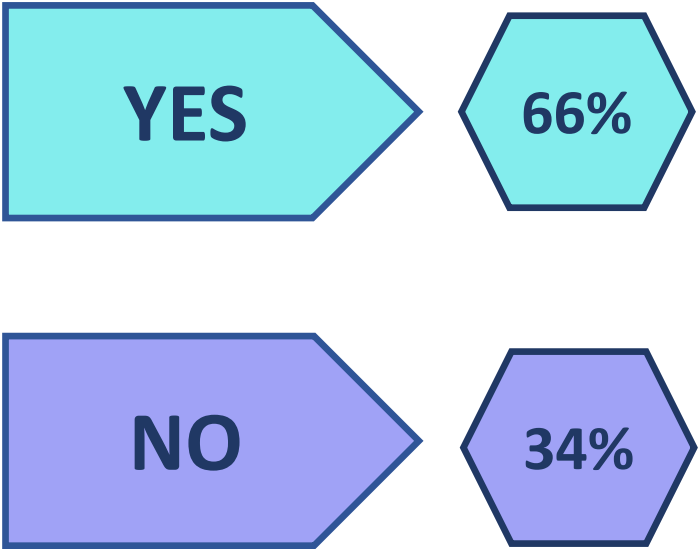


Q: Do you take part in any of the following water sports? (Single Select Grid, n = 1001)

A substantial number or 66% of survey respondents state they wore a lifejacket when last taking part in a water based activity. Such precautions are predominantly taken by women rather than men (↑14%). Connacht/Ulster residents seem to be the cohort least considering wearing a lifejacket when pursuing water sports (53-54%).

Wearing a Lifejacket

	Male	Female	18 - 34	35 - 54	55+	Dublin	RoL	Munster	Connacht	Ulster
YES	59%	73%	71%	64%	63%	71%	59%	73%	54%	53%



Q: Other than when swimming, the last time you went on or near water to pursue a water based activity such as boating or angling, did you wear a lifejacket? (Single Select, n = 1001)

Most survey participants or 27% were not provided with or had no lifejacket at their disposal the last time they participated in a water based activity. 20% simply didn't feel the need to wear one – a judgement reached on the basis of the circumstances they were in.

Reasons for Not Wearing a Lifejacket

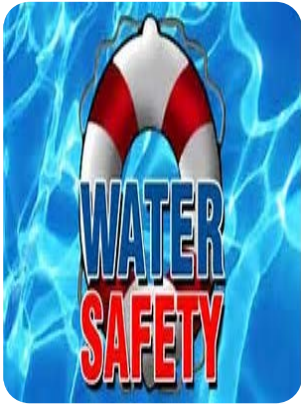
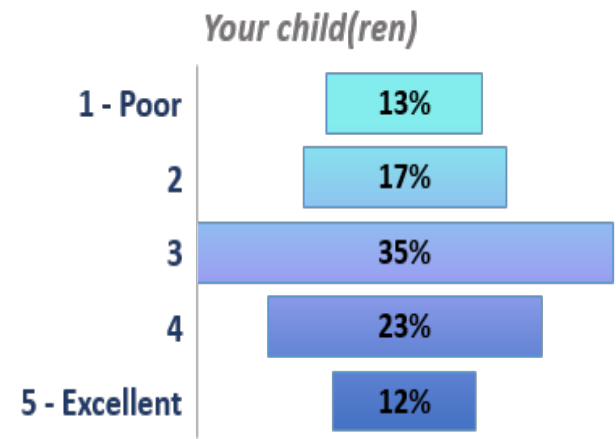
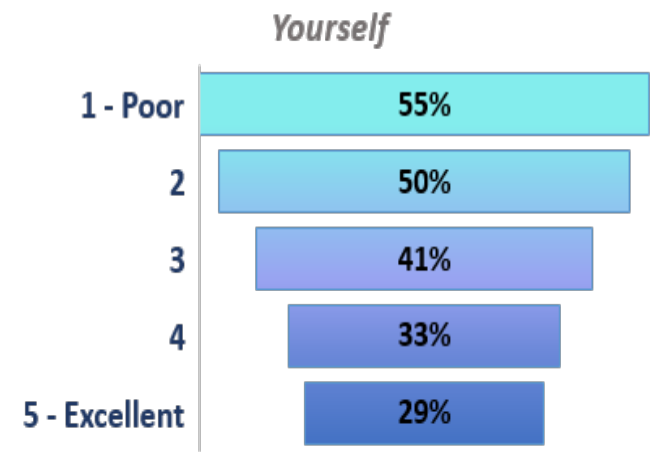
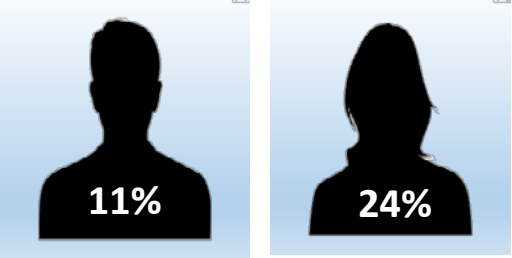
Reasons for Not Wearing a Lifejacket	In %
Was not provided one / None available / Didn't have one / None was offered	27%
No need to wear one / Felt it was not necessary / Felt safe - secure place, shallow water, etc.	20%
Don't take part in water based activities / Didn't participate in the last water sport event I attended	14%
Didn't go near water / Scared of the water	12%
I do only swimming / It's not required to wear one in a swimming pool	5%
I wasn't on a boat or in open water	4%
There were lifejackets but I was not told or required to wear one	3%
It was long ago - there were no such safety concerns and lifejackets were not the norm	2%
It's inconvenient to wear, not practical / It gets in the way when surfing, swimming, river angling	2%
Didn't think of it	1%
Other, e.g. habit, stupidity, etc.	1%
Don't know / Can't remember	9%

Q: Why did you not wear a lifejacket? (Open-end, n = 337)



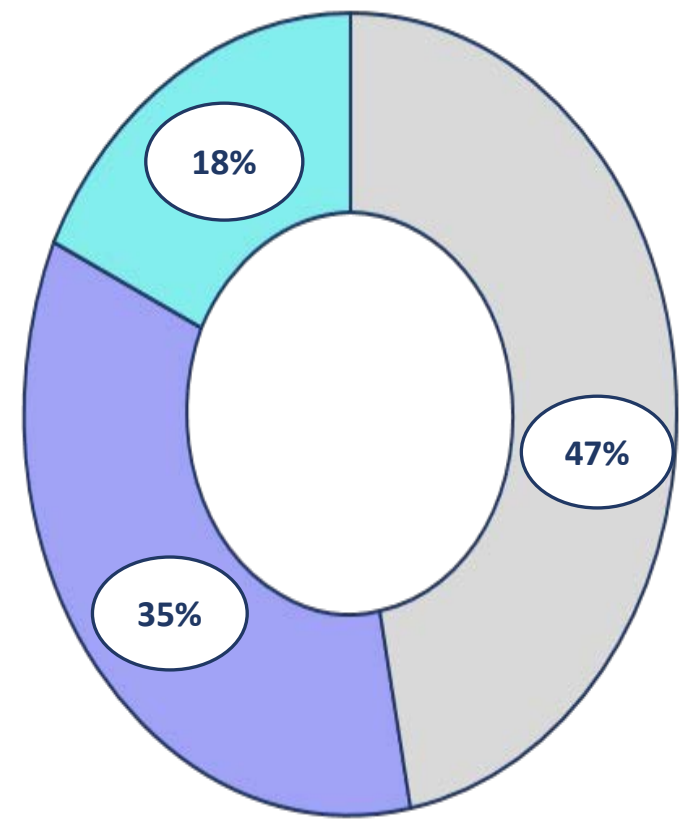
Most adults (42%) are confident in their own water safety knowledge describing it as either excellent (5) or good (4) compared to only 35% of parents who give their kids' water safety knowledge the same scores. Nearly twice as many children (13%) as adults (7%) and women (24%) than men (11%) are considered having “poor” water safety awareness.

Level of Water Safety Knowledge



Most parents (47%) are unaware if “Primary Aquatics Water Safety” is part of their child’s primary school curriculum – the lack of transparency mostly common in the Connacht / Ulster region (61-62%). Connacht respondents seem to be the least likely to have such a component as part of their kids’ curriculum (↓23% below the general trend).

“Primary Aquatics Water Safety”



- Yes
- No
- Don't know

	Male	Female	18 - 34	35 - 54	Dublin	RoL	Munster	Connacht	Ulster
YES	40%	32%	38%	35%	40%	39%	44%	12%	21%
NO	11%	23%	8%	20%	22%	6%	16%	26%	18%
Don't know	49%	45%	54%	45%	38%	55%	40%	62%	61%



A predominant majority of participants or 53% perceive the Irish Water Safety as the organisation dedicated to educating people about water safety and drownings prevention – with 55+ year olds being the most aware of its mission (68%). RNLI and Irish Coastguard both come second at 11%, followed by Waterways Ireland (8%).

Water Safety Organizations

	Male	Female	18 - 34	35 - 54	55+	Dublin	RoL	Munster	Connacht	Ulster
Irish Water Safety	51%	55%	36%	59%	68%	47%	51%	57%	54%	60%



53%

11%



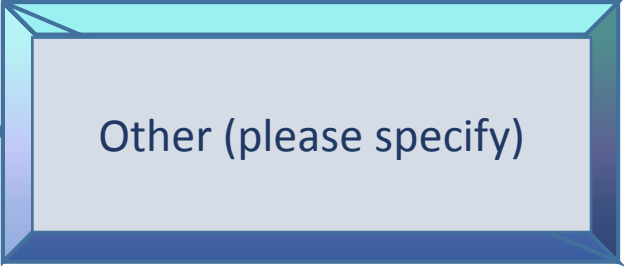
11%

8%



1%

0%



Don't Know
16%

APPENDIX

Necessity of Swimming as a Life Skill

	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
Extremely Necessary	34%	29%	38%	27%	38%	35%	33%	32%	36%	34%	25%
Very Necessary	34%	35%	34%	39%	33%	28%	32%	42%	30%	30%	47%
Fairly Necessary	26%	29%	24%	29%	23%	30%	29%	21%	27%	29%	24%
Not Very Necessary	5%	6%	4%	4%	5%	7%	5%	3%	6%	7%	4%
Not At All Necessary	1%	1%	0%	1%	1%	0%	1%	2%	1%	0%	0%

Q: Do you believe swimming is a necessary life skill? (Single Select, n = 1001)

Own Swimming Ability

	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
I don't know how to swim at all.	23%	25%	22%	21%	23%	30%	20%	27%	19%	33%	35%
I can swim but am only comfortable for half or less of the length of a 25m swimming pool.	32%	30%	33%	25%	34%	38%	29%	32%	34%	28%	37%
I can swim and am quite comfortable doing a couple of lengths of a 25m swimming pool.	24%	24%	24%	29%	23%	17%	28%	25%	23%	14%	23%
I am a strong swimmer (feel at ease swimming lots of lengths) but am not comfortable in open water.	8%	7%	10%	9%	8%	8%	7%	7%	10%	13%	5%
I am a really strong swimmer and I am comfortable swimming in open water.	13%	14%	11%	16%	12%	7%	16%	9%	14%	12%	0%

Child’s Swimming Ability

	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
My child doesn’t know how to swim at all.	28%	25%	30%	49%	25%	5%	30%	30%	20%	29%	40%
My child can swim but is only comfortable for half or less of the length of a 25m swimming pool.	27%	30%	25%	40%	23%	21%	31%	22%	29%	21%	24%
My child can swim and is quite comfortable doing a couple of lengths of a 25m swimming pool.	24%	27%	22%	7%	30%	25%	20%	27%	25%	34%	18%
My child is a strong swimmer (feels at ease swimming lots of lengths) but is not comfortable in open water.	9%	8%	10%	0%	12%	16%	9%	9%	10%	9%	12%
My child is a really strong swimmer and is comfortable swimming in open water.	12%	10%	13%	4%	10%	33%	10%	12%	16%	7%	6%

Being in Difficulty in Water

A swimming pool	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
YES	21%	21%	21%	24%	19%	20%	22%	31%	14%	17%	26%
NO	79%	79%	79%	76%	81%	80%	78%	69%	86%	83%	74%

The sea	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
YES	19%	21%	17%	20%	20%	16%	19%	24%	15%	11%	35%
NO	81%	79%	83%	80%	80%	84%	81%	76%	85%	89%	65%

Q: Have you ever found yourself in difficulty in water? (Single Select Grid, n = 1001)

Being in Difficulty in Water

A lake	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
YES	4%	5%	4%	5%	5%	2%	5%	6%	4%	2%	4%
NO	96%	95%	96%	95%	95%	98%	95%	94%	96%	98%	96%

A river	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
YES	5%	8%	3%	3%	7%	3%	4%	8%	5%	1%	7%
NO	95%	92%	97%	97%	93%	97%	96%	92%	95%	99%	93%

Q: Have you ever found yourself in difficulty in water? (Single Select Grid, n = 1001)

Being in Difficulty in Water

A canal	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
YES	3%	5%	1%	3%	3%	2%	3%	5%	2%	0%	4%
NO	97%	95%	99%	97%	97%	98%	97%	95%	98%	100%	96%
A quarry	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
YES	2%	3%	1%	2%	2%	1%	2%	5%	1%	0%	0%
NO	98%	97%	99%	98%	98%	99%	98%	95%	99%	100%	100%
Other (e.g. home, farm, etc.)	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
YES	1%	2%	1%	1%	1%	2%	2%	2%	1%	0%	2%
NO	99%	98%	99%	99%	99%	98%	98%	98%	99%	100%	98%

Q: Have you ever found yourself in difficulty in water? (Single Select Grid, n = 1001)

Taking Part in Water Sports

Canoeing / Kayaking / Padding											
	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
Never	69%	68%	70%	57%	74%	81%	71%	73%	61%	70%	82%
Rarely	22%	23%	22%	30%	20%	13%	20%	18%	31%	23%	10%
Sometimes	8%	9%	7%	12%	6%	4%	8%	9%	8%	7%	4%
Often	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	4%
Very often	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%

Q: Do you take part in any of the following water sports? (Single Select Grid, n = 1001)

Taking Part in Water Sports

Boating											
	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
Never	62%	60%	64%	57%	66%	60%	64%	66%	52%	67%	81%
Rarely	26%	29%	24%	32%	23%	25%	26%	20%	34%	23%	15%
Sometimes	11%	10%	10%	10%	10%	12%	8%	13%	14%	8%	4%
Often	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%
Very often	0%	0%	1%	0%	0%	2%	1%	0%	0%	1%	0%

Q: Do you take part in any of the following water sports? (Single Select Grid, n = 1001)

Taking Part in Water Sports

Angling											
	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
Never	77%	67%	85%	76%	78%	77%	84%	80%	69%	76%	69%
Rarely	14%	19%	9%	18%	12%	11%	8%	12%	20%	13%	23%
Sometimes	7%	9%	5%	5%	8%	8%	7%	6%	7%	7%	8%
Often	2%	4%	1%	1%	2%	3%	1%	0%	4%	4%	0%
Very often	0%	1%	0%	0%	0%	1%	0%	2%	0%	0%	0%

Q: Do you take part in any of the following water sports? (Single Select Grid, n = 1001)

Taking Part in Water Sports

Rowing											
	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
Never	84%	80%	87%	80%	85%	86%	86%	88%	76%	84%	93%
Rarely	11%	12%	10%	12%	10%	12%	8%	7%	18%	13%	3%
Sometimes	5%	7%	3%	8%	5%	1%	6%	4%	6%	3%	4%
Often	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Very often	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%

Q: Do you take part in any of the following water sports? (Single Select Grid, n = 1001)

Taking Part in Water Sports

Surfing											
	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
Never	85%	82%	87%	72%	90%	96%	85%	89%	79%	86%	94%
Rarely	10%	10%	9%	18%	6%	3%	9%	9%	11%	12%	4%
Sometimes	3%	5%	3%	6%	3%	1%	5%	2%	4%	2%	2%
Often	2%	3%	1%	4%	1%	0%	1%	0%	6%	0%	0%
Very often	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Q: Do you take part in any of the following water sports? (Single Select Grid, n = 1001)

Taking Part in Water Sports

Swimming											
	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
Never	34%	35%	33%	29%	35%	39%	32%	38%	32%	35%	38%
Rarely	18%	19%	17%	17%	19%	19%	18%	16%	21%	17%	19%
Sometimes	30%	26%	33%	33%	29%	25%	31%	33%	21%	38%	34%
Often	15%	17%	13%	18%	13%	13%	15%	10%	21%	9%	8%
Very often	3%	3%	4%	3%	4%	4%	4%	3%	5%	1%	1%

Q: Do you take part in any of the following water sports? (Single Select Grid, n = 1001)

Taking Part in Water Sports

Snorkelling / Diving											
	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
Never	76%	73%	78%	69%	76%	87%	77%	75%	69%	81%	88%
Rarely	14%	15%	13%	15%	16%	7%	10%	16%	19%	12%	8%
Sometimes	9%	12%	7%	14%	7%	4%	13%	7%	9%	7%	4%
Often	1%	0%	2%	2%	1%	1%	0%	2%	3%	0%	0%
Very often	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%

Q: Do you take part in any of the following water sports? (Single Select Grid, n = 1001)

Taking Part in Water Sports

Sailing											
	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
Never	80%	79%	82%	77%	83%	78%	82%	81%	75%	86%	87%
Rarely	13%	14%	12%	14%	12%	13%	13%	13%	14%	11%	9%
Sometimes	6%	7%	5%	9%	4%	7%	5%	5%	9%	3%	4%
Often	0%	0%	0%	0%	1%	1%	0%	1%	1%	0%	0%
Very often	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%

Q: Do you take part in any of the following water sports? (Single Select Grid, n = 1001)

Wearing a Lifejacket

	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
YES	66%	59%	73%	71%	64%	63%	71%	59%	73%	54%	53%
NO	34%	41%	27%	29%	36%	37%	29%	41%	27%	46%	47%

Q: Other than when swimming, the last time you went on or near water to pursue a water based activity such as boating or angling, did you wear a lifejacket? (*Single Select, n = 1001*)

Reasons for Not Wearing a Lifejacket

Reasons for Not Wearing a Lifejacket	In %
Was not provided one / None available / Didn't have one / None was offered	27%
No need to wear one / Felt it was not necessary / Felt safe - secure place, shallow water, etc.	20%
Don't take part in water based activities / Didn't participate in the last water sport event I attended	14%
Didn't go near water / Scared of the water	12%
I do only swimming / It's not required to wear one in a swimming pool	5%
I wasn't on a boat or in open water	4%
There were lifejackets but I was not told or required to wear one	3%
It was long ago - there were no such safety concerns and lifejackets were not the norm	2%
It's inconvenient to wear, not practical / It gets in the way when surfing, swimming, river angling	2%
Didn't think of it	1%
Other, e.g. habit, stupidity, etc.	1%
Don't know / Can't remember	9%

Q: Why did you not wear a lifejacket? (Open-end, n = 337)

Level of Water Safety Knowledge

Yourself	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
1 - Poor	7%	3%	10%	2%	9%	10%	7%	5%	7%	4%	11%
2	11%	8%	14%	9%	12%	12%	11%	13%	11%	10%	9%
3	40%	42%	38%	38%	41%	40%	43%	46%	32%	48%	35%
4	29%	32%	27%	35%	26%	29%	28%	30%	30%	24%	41%
5 - Excellent	13%	15%	11%	16%	12%	9%	11%	6%	20%	14%	4%

Your child(ren)	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
1 - Poor	13%	6%	18%	23%	12%	2%	15%	16%	12%	13%	3%
2	17%	17%	17%	27%	16%	5%	15%	15%	18%	9%	41%
3	35%	36%	34%	26%	39%	24%	35%	32%	33%	44%	34%
4	23%	26%	21%	12%	22%	49%	25%	21%	21%	33%	15%
5 - Excellent	12%	15%	10%	12%	11%	20%	10%	16%	16%	1%	7%

Q: How do you rate the level of water safety knowledge held by:.....? (Single Select Grid, n = 1001 ; n = 471)

“Primary Aquatics Water Safety”

	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
YES	35%	40%	32%	38%	35%	0%	40%	39%	44%	12%	21%
NO	18%	11%	23%	8%	20%	0%	22%	6%	16%	26%	18%
Don't know	47%	49%	45%	54%	45%	100%	38%	55%	40%	62%	61%

Q: Does your child's primary school run Irish Water Safety's "Primary Aquatics Water Safety" component of the primary school curriculum? (Single Select; n = 199)

Water Safety Organizations

	Total	Male	Female	18 - 34	35 - 54	55+	Dublin	Rest of Leinster	Munster	Connaught	Ulster
Waterways Ireland	8%	9%	7%	6%	8%	10%	12%	7%	6%	6%	5%
Bord Lascaigh Mhara	1%	2%	1%	3%	1%	1%	2%	4%	0%	1%	2%
Irish Coastguard	11%	10%	11%	20%	6%	5%	9%	14%	12%	8%	8%
Irish Water Safety	53%	51%	55%	36%	59%	68%	47%	51%	57%	54%	60%
RNLI	11%	11%	11%	16%	10%	6%	11%	10%	12%	15%	2%
Other (please specify)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I don't know	16%	17%	15%	19%	16%	10%	19%	14%	13%	16%	23%

Q: Which organization do you most associate with educating people about water safety to prevent drownings? *(Single Select, n = 1001)*



Irish Water Safety Survey

Additional Insights

Swimming Abilities: Strongest & Weakest

Rest of Leinster residents top the list for those who define swimming as an extremely or very necessary life skill (74%). Still, they are in the bottom three (16%) together with older adults 55+ (15%) and Ulster residents (5%) when it comes to the number of people describing themselves as strong swimmers. Young adults at the age of 18-34 (25%), Connacht (25%) and Munster (24%) residents are the ones who mostly believe to possess strong swimming abilities.

Water Sports Activities: Level of Participation

From a regional perspective, all water sports except swimming and angling are least popular in Ulster with 94% in this region never gone surfing, 93% - rowing, 88% - diving, 87% - sailing, 82% - canoeing/kayaking/padding and 81% - boating. Ulster residents are the least confident in their own swimming skills as most of them (72%) claim they can't swim at all or cover longer distances in a swimming pool. Parents there also stand out as the least confident in their kids' swimming abilities (64%). People based in Ulster though rank the importance of swimming as a skill the highest (72%). Nevertheless Ulster inhabitants represent the highest percentage of respondents (47%) who didn't wear a lifejacket the last time they were involved in a water sport.

Gender Differences Regarding Water Sports & Safety

Except swimming, all water sports seem to be more popular amongst males than females – more women than men state they have “never” participated in any of the researched water-based activities. 47% of males describe their water safety knowledge as excellent (5 out of 5) or good (4 out of 5) compared to 38% of females who choose the same high scores. Males are also more confident in their kids' water safety knowledge (41%) compared to females (31%).

Water Safety Organization Awareness

Young adults at the age of 18-34 associate Irish Water Safety the least with water safety education for drowning prevention - 36% or ↓17% below the average trend. Young people 18-34 seem to be the ones who are most familiar with the Irish Coastguard (20%) as a water safety educational body. Except amongst 55+ year olds (68%), the Irish Water Safety organization enjoys popularity predominantly amongst Ulster respondents (60%).