



Water Safety Ireland Research Study (May 2023 Version 1.1)



Water Safety Ireland Research Study

OMNIBUS QUESTIONS



Questions



- Q1.** Do you believe that swimming is a necessary life skill? *(Single select)*
- Q2.** Do you believe that water safety education is a necessary life skill? *(Single select)*
- Q3.** Do you wear a lifejacket when pursuing water-based activities such as boating, canoeing or angling? *(Single select)*
- Q4.** Have you ever found yourself in difficulty in water? Please select all that apply. *(Multiple select)*
- Q5.** How do you rate the level of water safety knowledge held by yourself and, if relevant, any child(ren) in your care: *(Single grid)*
- Q6.** Have you seen any advertisements regarding water safety recently? *(Single select)*
- Q7.** Did you take any action after seeing water safety advertising? Please select all that apply. *(Multiple select)*
- Q8.** What do you think is the number of lives lost to drownings in Ireland every month? *(Numeric)*
- Q9.** Has any child in your care received any of the following water safety education programmes: *(Single grid)*

Water Safety Ireland Research Study

OMNIBUS METHODOLOGY



Water Safety Research Study

Nationwide Study conducted as part of the iReach Consumer Decisions Omnibus Survey



Nationwide Consumer Research Project
Conducted by iReach Insights for Water Safety Ireland.

iReach Consumer Decisions Omnibus Survey

Fieldwork undertaken from the 11th to the 19th of May 2023



Mi Pro Survey Software by QuenchTec
iReach utilises leading market research solution for all aspects of survey project management: sampling, design, data collection, and tabulation.

Nationally Representative Research Sample

Consumer Study conducted nationwide
Sample Size = 1000 Respondents



iReach Consumer Decisions Panel
iReach uses proprietary research panels across consumer and business groups, built on a nationally representative model.

Confidence Level

The iReach Consumer Decisions Omnibus delivers a high-level of statistical accuracy. This provides a confidence level of + or – 2.5% at a 95% confidence interval for this survey.

Water Safety Ireland Research Study

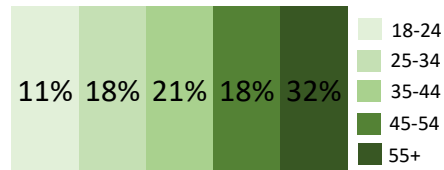
OMNIBUS DEMOGRAPHICS



Gender



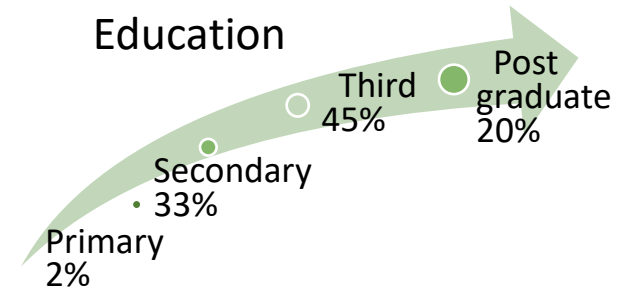
Age of respondents



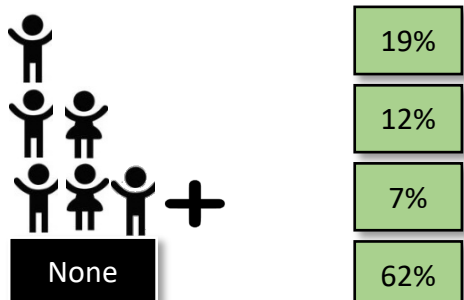
Marital Status

Single/Never Married	41%
Married/Cohabiting	51%
Separated/Divorced/Widowed	7%
Prefer not to say	1%

Education



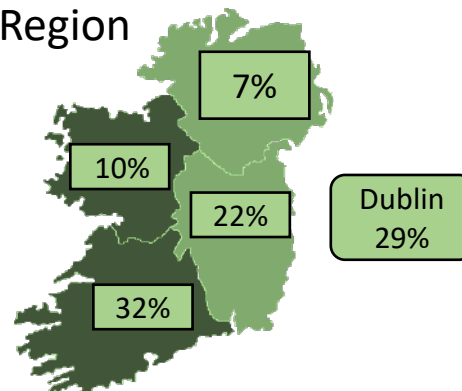
Children at Home



Household Income

< €19,999	24%
€20K - €39,999	28%
€40K - €59,999	24%
€60K - €79,999	15%
€80K+	7%
Prefer not to say	2%
Don't know	0%

Region



Occupation

High managerial, admin, professional	6%
Intermediate managerial, admin, professional	9%
Supervisor, Jr managerial, admin, professional	34%
Manual worker (skilled, non-skilled)	15%
Self Employed	3%
Casual Worker – Not Permanent Employment	1%
Homemaker	6%
Unemployed	6%
Student	8%
Retired (on state, private pension)	12%
Full Time Carer	1%

Water Safety Ireland Research Study

EXECUTIVE SUMMARY



OVERVIEW

iReach Insights conducted this research for Water Safety Ireland, examining awareness of water safety in Ireland. The research conducted is nationally representative by Age, Gender, Region, SES demographics and received 1,000 responses. The research report provides insights into association of swimming and water education as life skills and water safety knowledge. The report also provides insights into the effects of water safety advertising and actions taken.

KEY POINTS

Life Skills and Life Jackets



- Almost 4 in 5 (78%) say swimming is a necessary life skill, up a further 4% from 2019.
- More than 4 in 5 (83%) say water education is very or extremely necessary.
- 4 in 5 (80%) say they wear a lifejacket when pursuing water-based activities, up significantly (17%) from 2019.

Difficulty in Water / Safety Knowledge



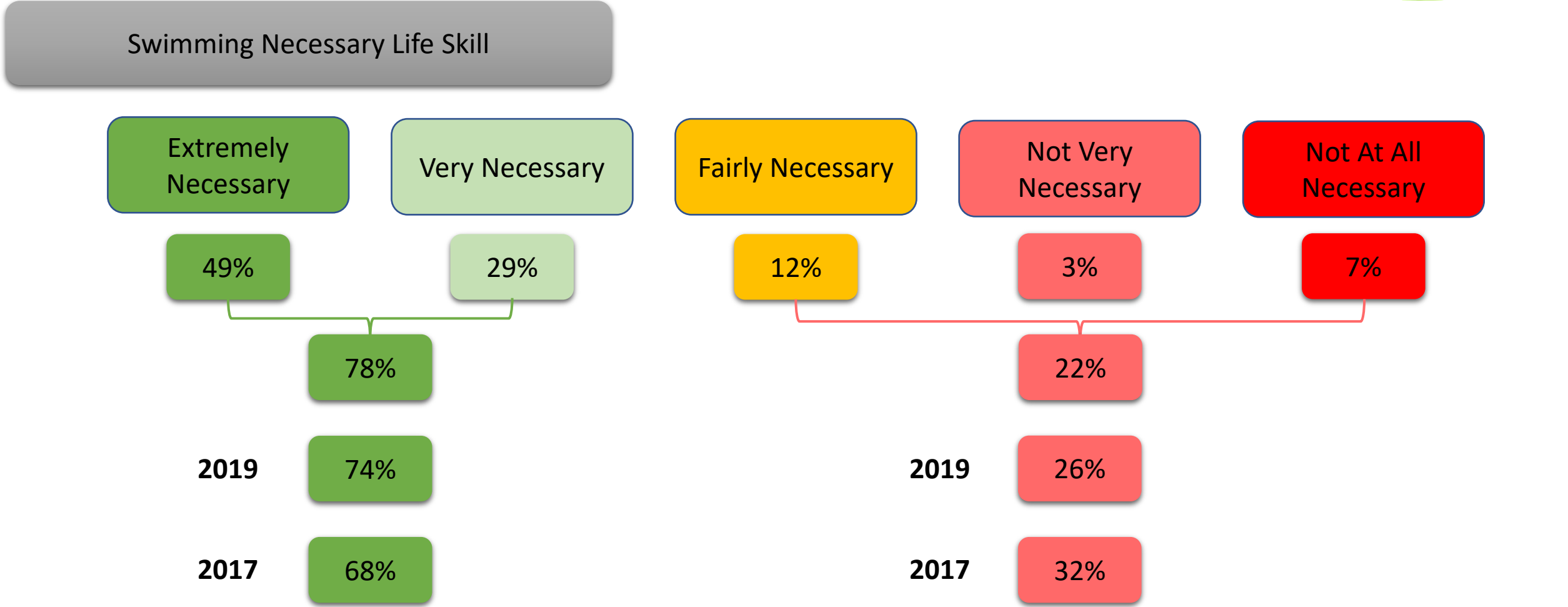
- 31% of all adults have had Difficulty in Water, down from 45% in 2017.
- Those that experienced difficulties in swimming pools is down 6% from 2017 to 15%
- There has been a significant drop in water safety knowledge (57%, down 25% from 2017%) for adults.
- More than half (56%) say their child(ren)'s water safety knowledge is good or better, down 14%.

Advertising



- More than 1 in 4 (28%) say they have seen advertisements for water safety recently.
- Keeping a close eye on family and friends when swimming (33%) was the most common action taken after seeing water safety advertising.
- 2 in 3 (67%) took at least one form of action upon seeing the advertising.

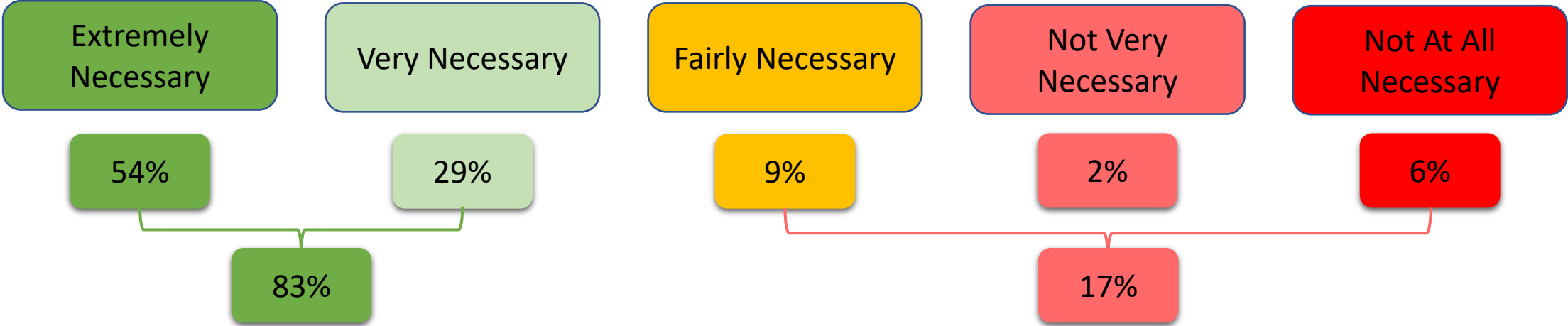
Almost 4 in 5 (78%) say swimming is a necessary life skill, up a further 4% from 2019.



More than 4 in 5 (83%) say water education is very or extremely necessary.



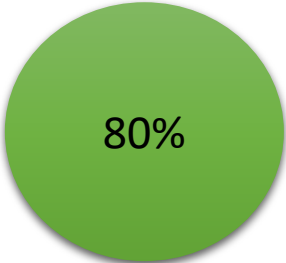
Water Safety Education Necessary Life Skill





4 in 5 (80%) say they wear a lifejacket when pursuing water-based activities, up significantly (17%) from 2019.

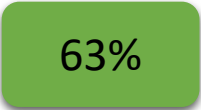
Wearing Life Jacket



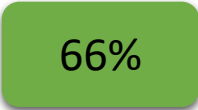
Wear a lifejacket when pursuing water-based activities

“Do you wear a lifejacket when pursuing water-based activities such as boating, canoeing or angling?” – Question in 2023

2019

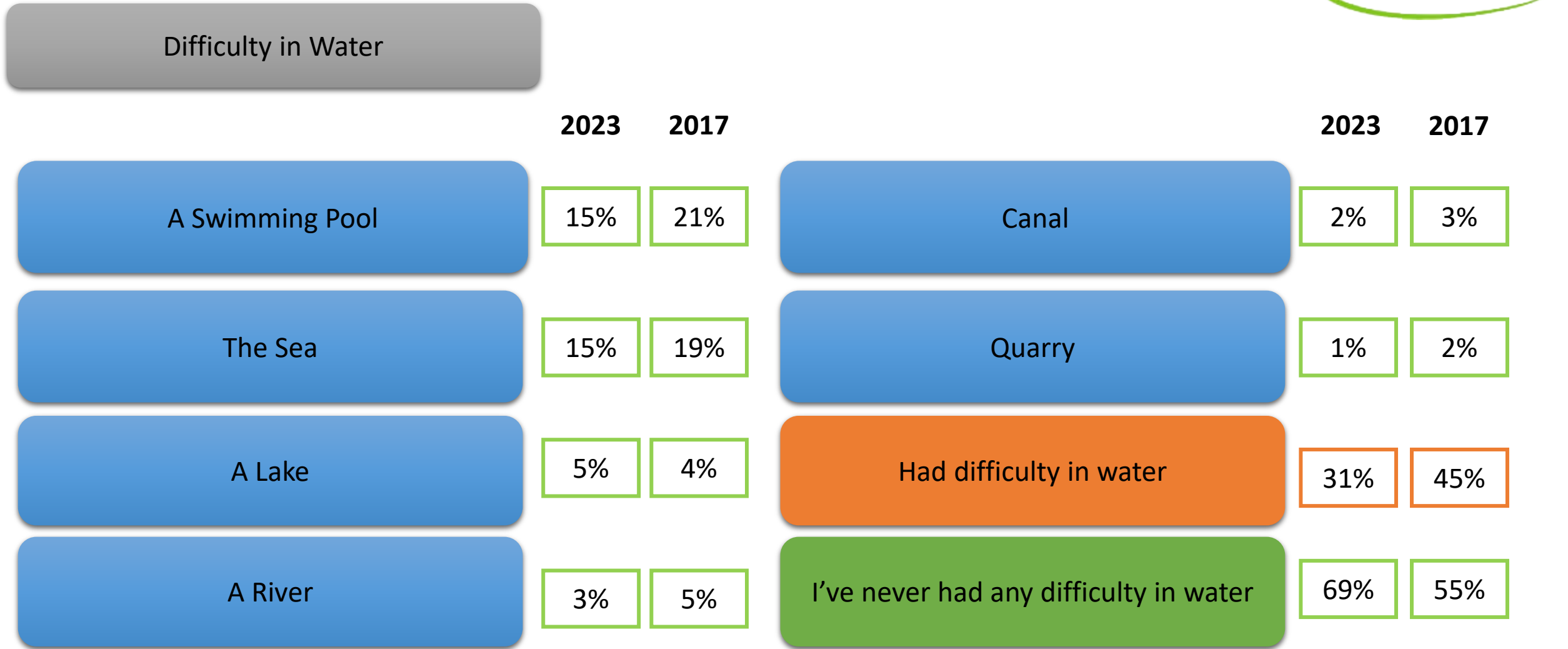


2017



“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?” – Question in 2017/2019

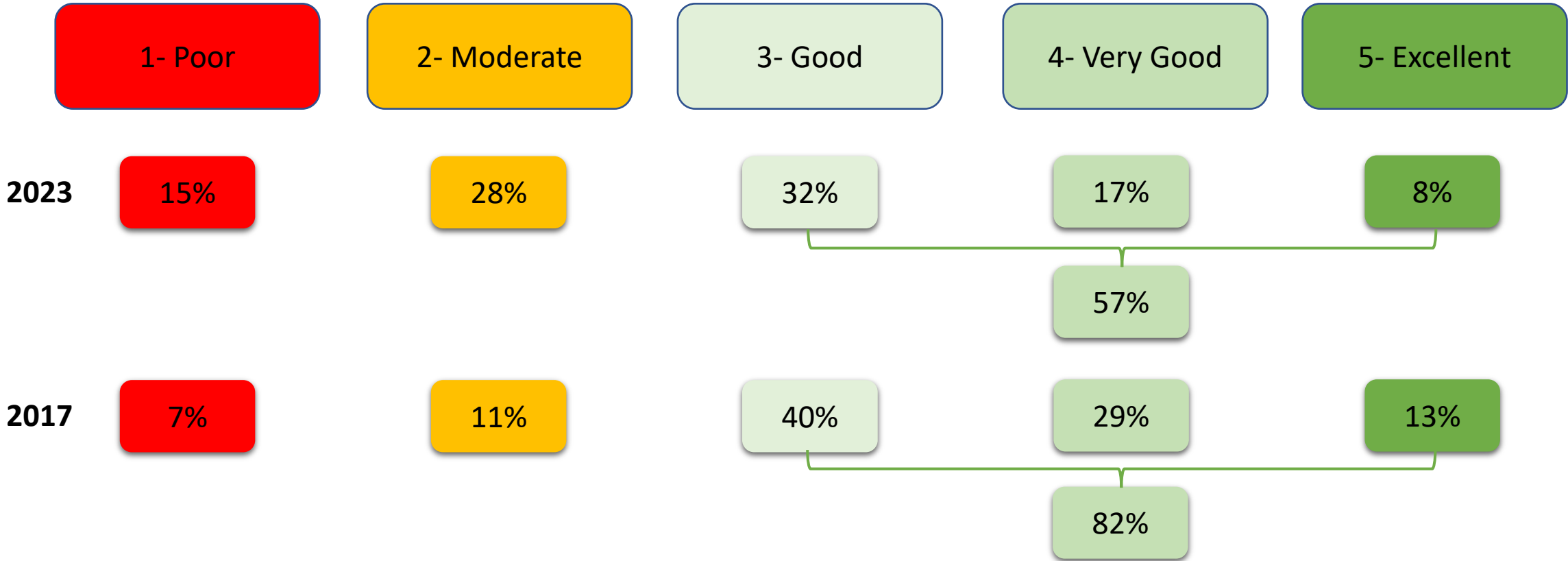
31% of all adults have had Difficulty in Water, down from 45% in 2017. All bar one water-based activity has seen a decrease, especially those that experienced difficulties in swimming pools (down 6% to 15%). 15% now say they've experienced difficulty in the sea, down 4% from 2017.



There has been a significant drop in water safety knowledge (57%, down 25% from 2017%) for adults.



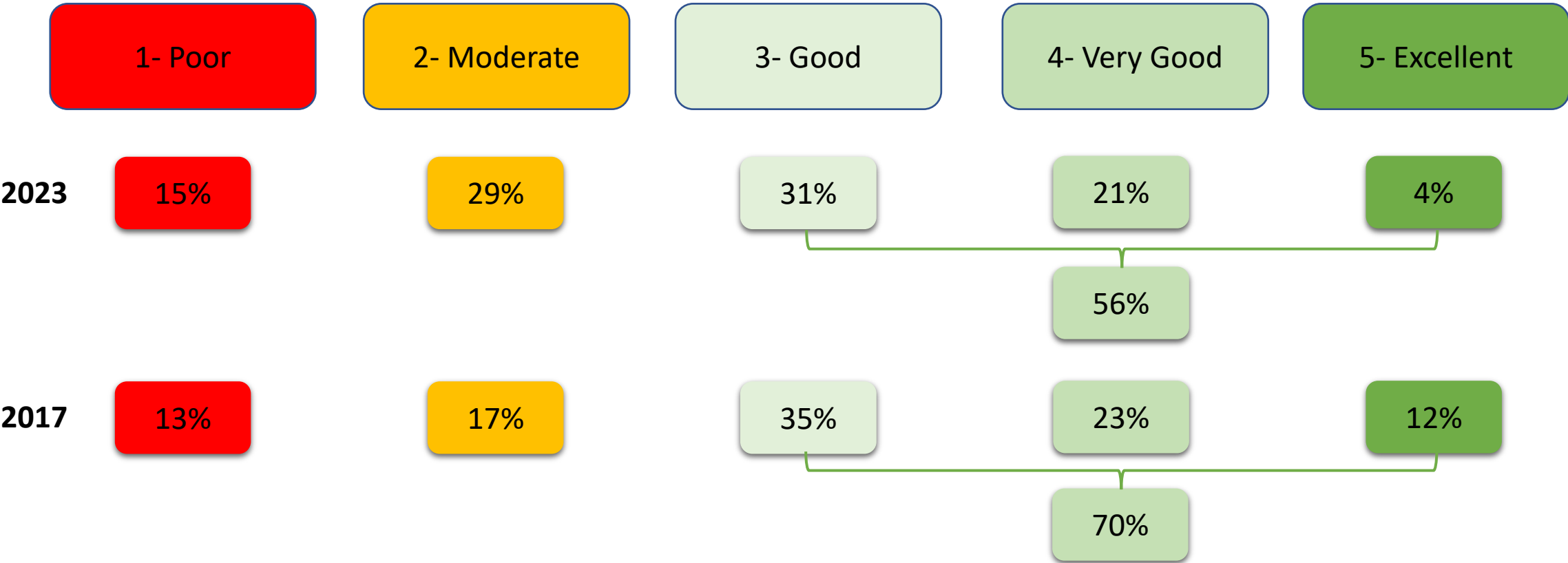
Level of Water Safety Knowledge - Yourself



More than half (56%) say their child(ren)'s water safety knowledge is good or better, though this has decreased 14% from 2017.



Level of Water Safety Knowledge – Your Child(ren)



More than 1 in 4 (28%) say they have seen advertisements for water safety recently.

Advertisements for Water Safety

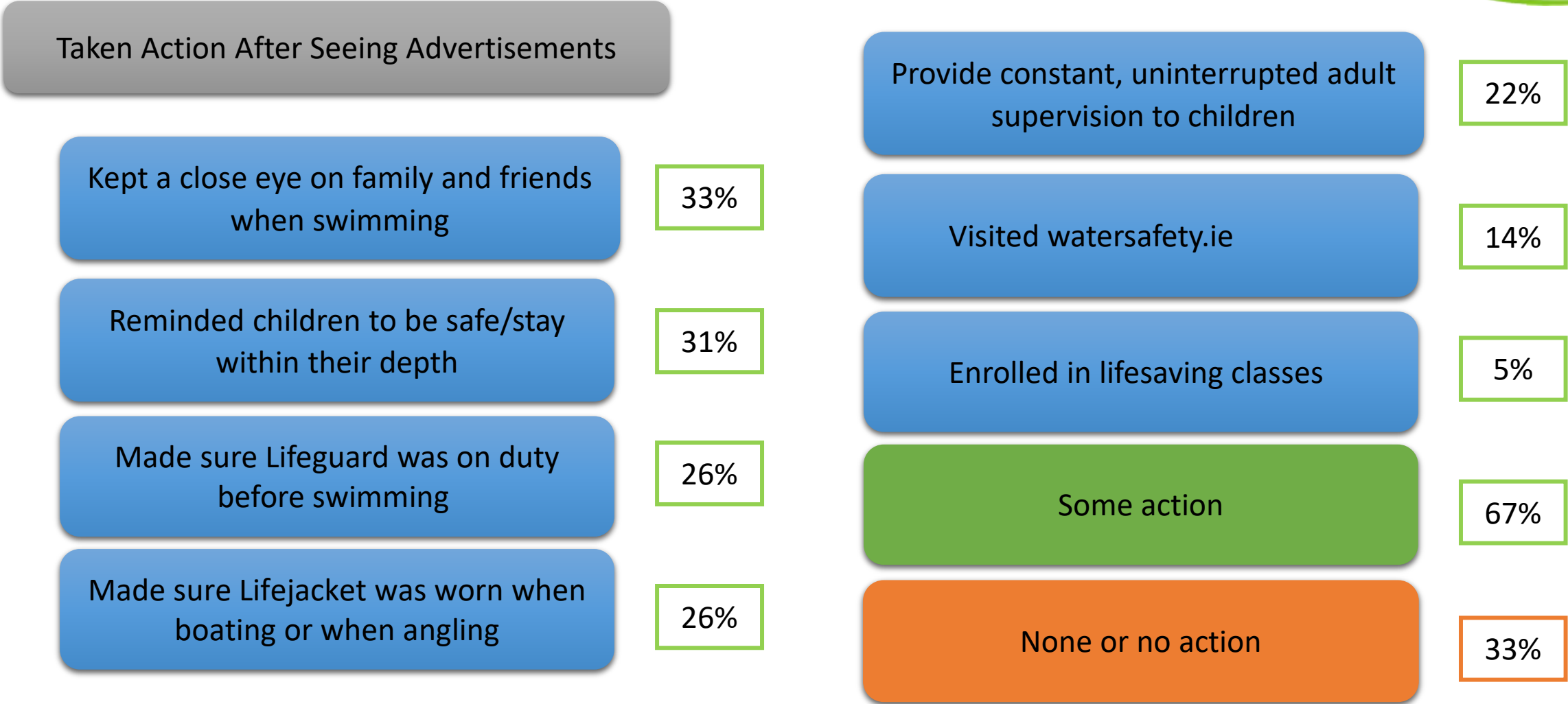
28%

Have seen advertisements recently





Keeping a close eye on family and friends when swimming (33%) was the most common action taken after seeing water safety advertising. Just 1 in 3 (33%) say they took no action, meaning that 2 in 3 (67%) took at least one form of action upon seeing the advertising.





The average estimation of lives lost to drownings each month in Ireland is 12.

Number of Lives Lost to Drownings Every
Month

Average

12





Of those with creche-aged children, 20% say they’re aware that their child has received education in the “Hold Hands” programme. 13% of primary and secondary parents say the same for their respective children’s programmes, PAWS and WISE.

Water Safety Education Programmes

	Yes	Don't Know	No	
"HOLD HANDS" in creches and Early Learning Centres (www.holdhands.ie)	20%	65%	15%	Parents with children aged 1-4
"PAWS" in primary schools (www.teachpaws.ie)	13%	47%	40%	Parents with children aged 5-12
"WISE" in secondary schools (www.teachwise.ie)	13%	43%	44%	Parents with children aged 13-17