

# PREPARE TO SURVIVE KNOW THE FIVE

**ONLINE SURVEY**

1,717 boaters  
409 paddlers

## Campaign insights

### WHO WE SPOKE TO:

#### BOATERS

Average age: 51

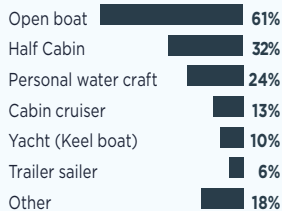


83% men



17% women

#### TYPE OF BOAT



#### BOATING FREQUENCY



#### PADDLERS

Average age: 41

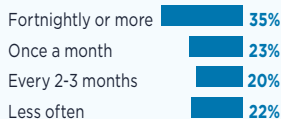


61% men



39% women

#### PADDLING FREQUENCY



### THE CAMPAIGN MESSAGE WAS SEEN AS IMPORTANT AND RELEVANT

% agreed message is important



% agreed message is relevant



% agreed message is clear



Boaters Paddlers

Over 1/4 of boaters and paddlers recalled the campaign



**27%**  
BOATERS

2020: 24% / 2019: 20%

**37%**  
PADDLERS

2020: 25% / 2019: 20%



### BOATERS WERE MOSTLY REACHED BY BOATING VIC, PADDLERS BY SOCIAL MEDIA



% where campaign was seen



**35%**  
Boating Vic website



**59%**  
Facebook



**30%**  
Talking Fishing TV show



**55%**  
YouTube



**27%**  
Facebook



**38%**  
Boating Vic website



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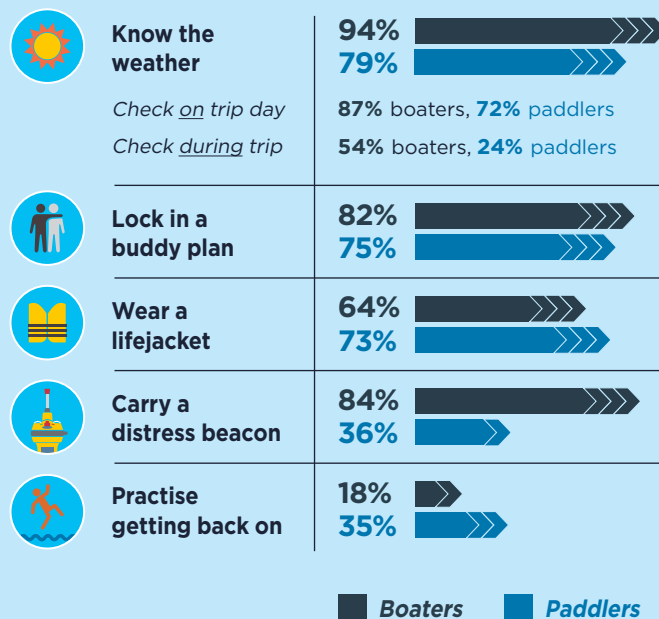
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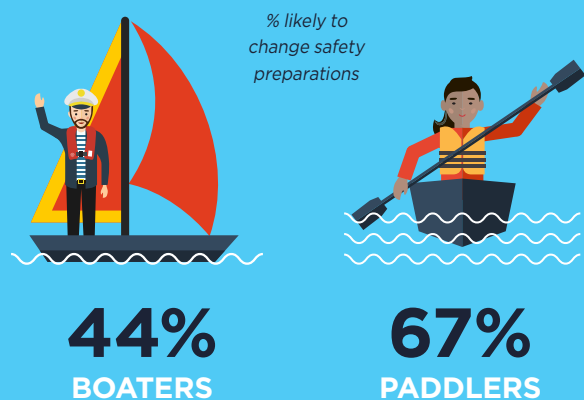
### 'KNOW THE WEATHER' MESSAGE CUT THROUGH MOST STRONGLY



### THE MAJORITY OF BOATERS AND PADDLERS ALWAYS CHECK THE WEATHER, BUT OTHER PREPARATION BEHAVIOURS ARE LESS COMMON



### PADDLERS WERE MORE LIKELY THAN BOATERS TO REVIEW THEIR SAFETY PREPARATION AS A RESULT OF THE CAMPAIGN



### AT LEAST 1 IN 4 BOATERS AND PADDLERS HAVE USED THE BOATING VIC APP

