

PREPARE TO SURVIVE KNOW THE FIVE

ONLINE SURVEY

1,137 boaters
307 paddlers

Campaign insights

WHO WE SPOKE TO:

BOATERS

Average age: **48**

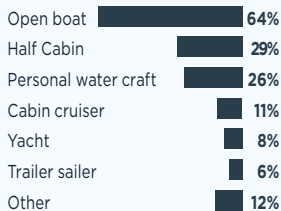


73% men



26% women

TYPE OF BOAT



BOATING FREQUENCY



PADDLERS

Average age: **34**



61% men



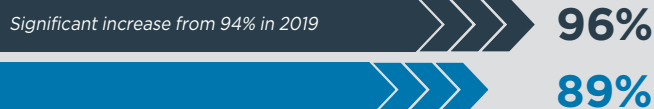
39% women

PADDLING FREQUENCY



THE CAMPAIGN MESSAGE WAS SEEN AS IMPORTANT AND RELEVANT

% agreed message is important



% agreed message is relevant



% agreed it made me stop and think



Boaters Paddlers

1/4 of boaters and paddlers recalled the campaign



24% BOATERS
2019: 20%

25% PADDLERS
2019: 20%



BOATERS WERE MOSTLY REACHED BY TV, PADDLERS BY SOCIAL MEDIA



% where campaign was seen



42%
Talking Fishing TV show



31%
Facebook



22%
BoatSales website



64%
Facebook



33%
YouTube



29%
BoatSales website



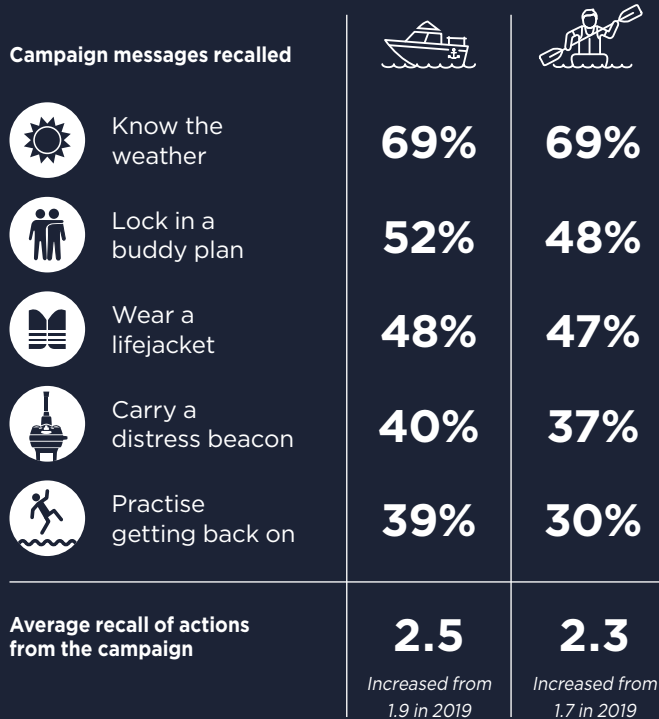
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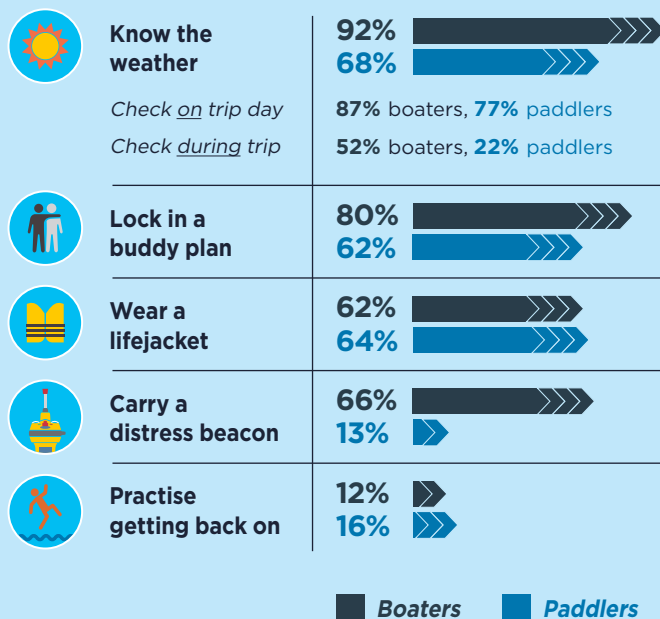
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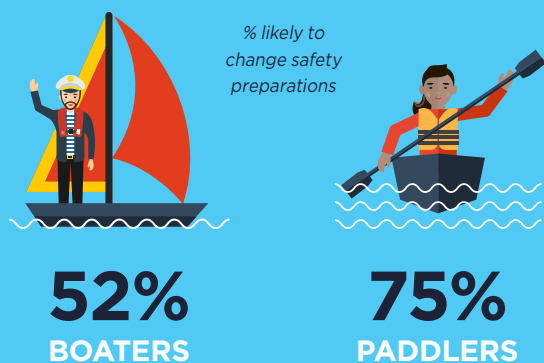
'KNOW THE WEATHER' MESSAGE CUT THROUGH MOST STRONGLY



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



OVER 1/2 OF BOATERS, AND 3/4 OF PADDLERS WERE WILLING TO REVIEW THEIR SAFETY PREPARATION ACTIVITIES AS A RESULT OF THE CAMPAIGN



1 IN 10 BOATERS AND PADDLERS HAVE USED THE BOATING VIC APP

