



# Water Safety Competition Results - POS

January - December 2023

## BACKGROUND

Water Safety Scotland (WSS) has been working to raise awareness of water safety at Point of Sale. Over the last 12 months, we have run a competition with Lomo (in-store and online), whereby those purchasing water sports equipment have been invited to share insight into their purchases and their knowledge of water safety. This report covers the full year - January to December 2023.

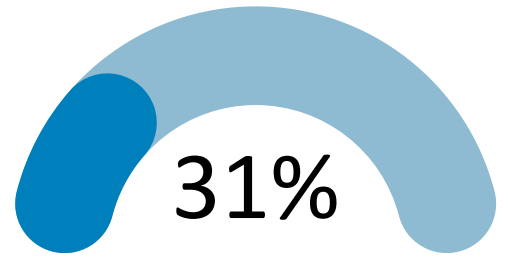


Figure 1: Prior awareness of Water Safety Code N= 975, 42 not recorded

## KEY RESULTS

- 1017 participants entered the competition
- 31% of the participants knew about the Water Safety Code before the competition (figure 1)
- 81% of participants were able to recognise the Water Safety Code after entering the contest (figure 2)
- Of those who planned to engage in water activities, 53% had little to no prior experience (figure 3)
- The majority of participants used wet suits and personal floatation devices during water activities (figure 4)



Figure 2: Recognition of the code N= 1017

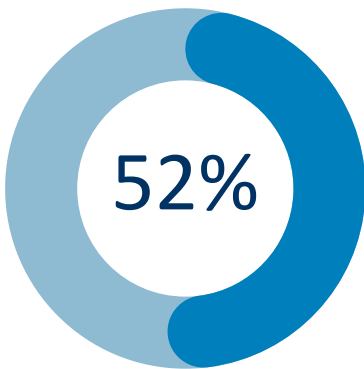


Figure 3: Level of experience N=942, 75 not recorded

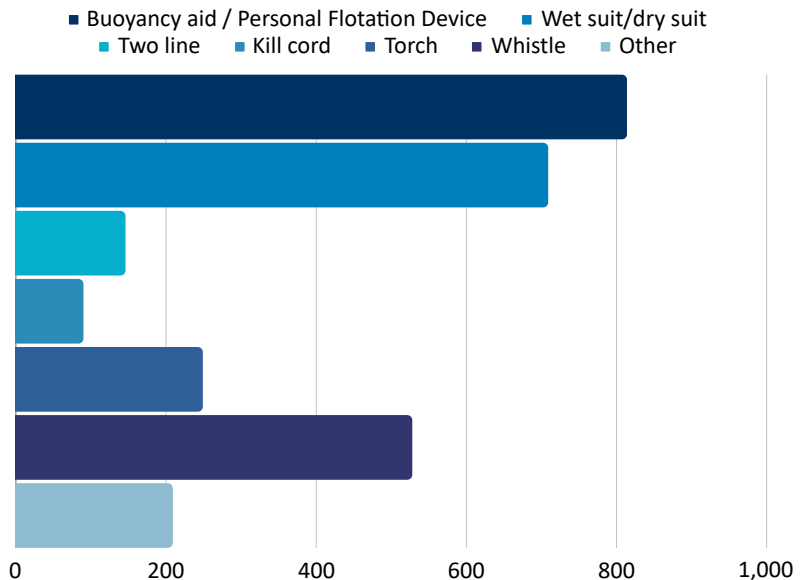


Figure 4: Use of equipment in the water N= 977 , 40 not recorded