



# Water Safety Competition Results - POS

## BACKGROUND

Water Safety Scotland (WSS) has been working to raise awareness of water safety at Point of Sale. Over the last six 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 January to July 2023.

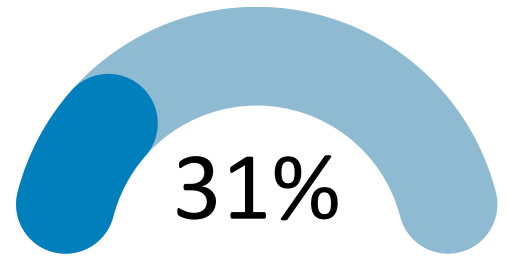


Figure 1: Prior awareness of Water Safety Code

N= 640, 21 not recorded

## KEY RESULTS

- 661 participants entered the competition
- 31% of the participants knew about the Water Safety Code before the competition (figure 1)
- 80% 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= 661

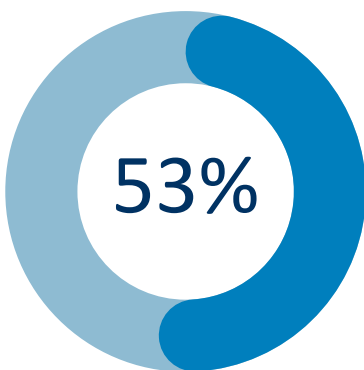


Figure 3: Level of experience

N= 639 , 22 not recorded

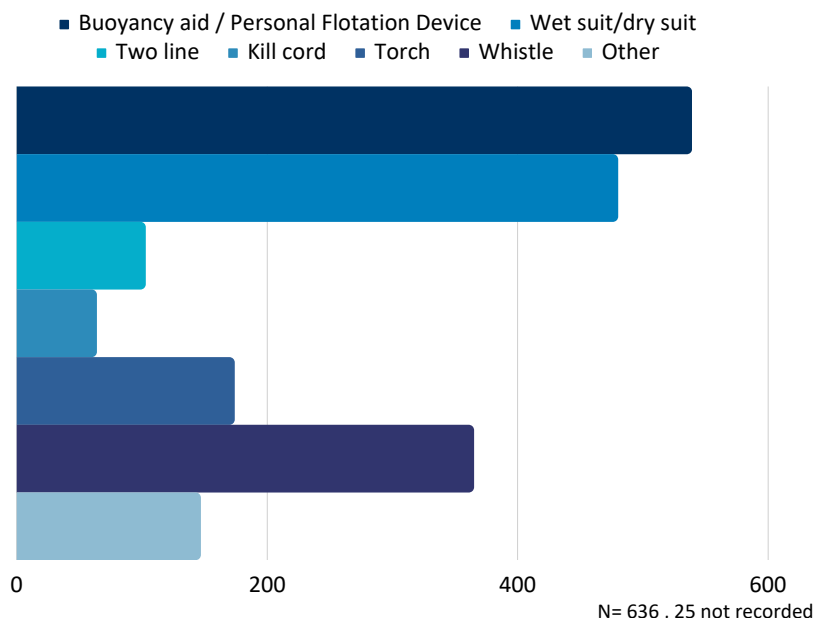


Figure 4: Use of equipment in the water

N= 636 , 25 not recorded