Background

The National Safe Boating Council (NSBC) exists to promote recreational boating safety and reduce boating accidents by providing safe boating educational materials, resources, tools, creative messages and instructor training. NSBC also leads the annual North American Safe Boating Campaign. This year-long campaign promotes safe and responsible boating and the value of voluntary life jacket wear by recreational boaters through Wear It!, the national theme. The 2015 awareness campaign was the ninth year for the state level support of the Wear It! campaign.

Research Objectives

NSBC would like to determine the campaign’s effectiveness, specifically to: (1) determine and quantify the impact of the campaign on life jacket wear, attitudes and behaviors on safety measures, and (2) gain insights that might be helpful in improving the campaign in the future.

To assist in the process, Werth conducted a research study in order to meet the following objectives:

- Measure awareness of the Wear It! campaign and logo
- Quantify the number signing a Wear It! pledge card and impact of the pledge on boating safety
- Measure life jacket wear
- Determine reasons for wearing or not wearing a life jacket
- Understand boaters’ attitudes toward safety
- Obtain reactions to items that might convince boaters to increase the wearing of life jackets
- Determine if results vary by no activity, medium and high campaign activity locations
- Identify changes, if any, from the 2013 and 2014 surveys
Wear It! Campaign Awareness Survey

Approach

Leveraging a team of volunteers at rivers, lakes, bays, and other bodies of water, on-site surveys were collected between late April and early September in 2015. Based on their level of Wear It! campaign activity, the locations were classified as no, medium or high activity. The “no activity” includes locations that have no or low levels of campaign activity. All surveys were self-administered (completed by boaters, not interviewers).

Prior to collecting surveys, volunteers participated in training sessions to understand the guidelines to consistently collect surveys. They were briefed on the approach (i.e., “We’re collecting surveys at different bodies of water around the United States about boating. It'll only take about five minutes of your time. You can fill out the survey yourself, and for participating, you’ll receive this gift.”), qualifying criteria and procedures (i.e., participant must be 18+ years of age, has used or been a passenger in one of the boats listed in Question 1, has no commercial boating operations, has no employees, must complete the survey themselves), checking surveys (i.e., all questions answered, location filled out), and providing incentives (a Wear It! waterproof-dry bag).

At the end of the self-administered surveys, boaters were asked if they were willing to complete a follow-up telephone interview. In order to gain additional insights and suggestions for the campaign, three in-depth telephone interviews were conducted with participants who wear their life jackets “sometimes.” Each interview lasted about 30 minutes.

A total of 1,072 surveys were collected from 32 different bodies of water in 12 different states and returned for processing:

- 507 surveys from locations that have had no Wear It! campaign activity (no or low marketing efforts)
- 376 surveys from locations that have had a medium level of campaign activity (branded posters/signs)
- 189 surveys from locations that have had a high level of campaign activity (events, signage, and perhaps law enforcement or state agency vehicle wrapped in Wear It! logo)

See Appendix A (pages 31-32) for details of number of surveys by specific locations.
See Appendix B (pages 33-37) for results from the phone interviews conducted with boaters.
See Appendix C (pages 38-41) for verbatim comments.
Executive Summary

The Wear It! campaign continues to have a positive impact on boaters’ behavior regarding safety. The research is consistent with the 2013 research results, with campaign/logo awareness levels increasing with the level of campaign activity. This year (2015) almost all of the no campaign activity locations were first-time survey sites (i.e., no prior surveying influence as in 2014).

- Those aware of the campaign are significantly more likely to wear life jackets “always or most of the time” compared to those unaware of the campaign.
- Participants from high campaign activity locations are more likely to wear their life jackets “always or most of the time” versus those from no campaign activity locations (significant at 90 percent confidence level).

The Wear It! campaign continues to have a positive impact on boaters’ behaviors and attitudes regarding safety.

- Significantly more boaters who are aware of the campaign agree with the safety statements versus those who are unaware.
- Boaters who are aware of the campaign are significantly more likely to wear a life jacket because they “feel safest when wearing a life jacket/it’s a safe practice” and “have heard of situations where a life jacket has saved a life.” The number wearing a life jacket “when conditions or weather is bad or expected to worsen” has increased significantly from 2014.
- Boaters at high campaign activity locations are also significantly more likely than boaters at no campaign activity locations to “worry about other boaters and their unsafe practices.” Compared to 2014, more boaters at medium activity locations in 2015 agree with the statements: “I believe drowning fatalities related to boating accidents would be dramatically reduced if more people wore life jackets” and “It is important for me as a boater to encourage others to wear life jackets at all times when boating or fishing.”

The Wear It! campaign appears to promote sustained change.

- Gains recognized last year (2013 to 2014) have remained strong (e.g., most participants aware of the campaign “believe the Wear It! pledge is an effective way to increase use of life jackets”).
- Boaters at high campaign activity locations are significantly more likely than other boaters to recall the Wear It! campaign.
- Most boaters who have signed the Wear It! pledge indicate they have changed their approach to boating safety.
The **barriers** to life jacket wear are the same as noted in prior years.

- The main barriers are uncomfortable life jackets and no laws requiring wear.

Motivators to increase life jacket wear among those who wear them “rarely or never” are:

- Enacting laws that require life jacket wear.
- Having life jackets that are more comfortable and less bulky.

**Based on the findings, the following suggestions are offered:**

- Continue the Wear It! campaign, devoting more resources to raise awareness at no campaign activity and medium campaign activity locations, and to increase life jacket wear at all locations.
- Promote the Wear It! campaign at boat launching sites, posting notices next to other posted signs (e.g., fishing laws).
- Designate on-site advocates for each location to share boating stories, emphasizing the benefits of using life jackets.
- Continue surveys, increasing overall awareness levels and promoting safety.
- Educate boaters about newer and more comfortable types of life jackets.
- Continue to collaborate with manufacturers to expand the distribution, promotion, and affordability of inflatable life jackets.
- Promote life jacket wear through role modeling (e.g., parents always wearing them when boating with children).
- Require and reinforce life jacket wear for all personal watercraft/manual boats on all bodies of water at all times, during any races or competitions and for any non-swimmers.
Wear It! Campaign Awareness Survey

Key Findings

• **Boaters in locations with high campaign activity** skew younger than participants from the other locations. These boaters in locations with high campaign activity are significantly more likely than boaters at no campaign activity locations to:
  - Wear their life jackets “always or most of the time” (significant at 90 percent confidence level).
  - Be aware of the Wear It! campaign and recognize the Wear It! logo.
  - Agree with the statements: “I worry about other boaters and their unsafe practices.”

• **Those aware of the campaign** are significantly more likely than those who are unaware to:
  - Wear their life jackets “always or most of the time.”
  - Wear their life jackets because they “feel safest when wearing a life jacket/it’s a safe practice” and “have heard of situations where a life jacket has saved a life.”
  - Agree with all the statements, except “I am a very strong swimmer.”

• Many boaters (79 percent; 38 of 48) who have **signed a Wear It! pledge** said the pledge has changed their approach to boating safety.

• **The top two barriers to using life jackets** are discomfort and no legal requirement to wear one. Boaters explain that life jackets are too hot, bulky, and often conditions do not warrant wearing one.

• **Boaters who wear their life jackets “always or most of the time”** are significantly more likely than other boaters to:
  - Wear their life jackets because they “feel safest when wearing a life jacket/it’s a safe practice” and “are required to wear a life jacket by law.”
  - They are least likely to select the statement: “I wear a life jacket when conditions or weather is bad or expected to worsen” as a reason for wearing them.
  - Be aware of the Wear It! campaign and recognize the Wear It! logo.
  - Agree with the statements: “I believe drowning fatalities related to boating accidents would be dramatically reduced if more people wore life jackets”; “I believe the Wear It! pledge is an effective way to increase use of life jackets”; and “It is important for me as a boater to encourage others to wear life jackets at all times when boating or fishing.”

• A law requiring boaters to wear life jackets and more comfortable life jackets would motivate more boaters to wear life jackets more often. About one-fourth of participants said boating safety education and reminders (visual/audio) to wear a life jacket might motivate others to wear life jackets.
## Detailed Findings

### Awareness of Wear It! Campaign

Awareness levels have remained statistically the same for the past few years, with 40 percent of boaters in 2015 aware of the Wear It! campaign. Boaters in medium and high campaign activity locations are significantly more likely to be aware of the Wear It! campaign than boaters in locations with no campaign activity. Almost all of the no campaign activity locations collected surveys for the first time this year (see Appendix A, pages 31-32).

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<td></td>
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<td>High</td>
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<td>46</td>
<td>37</td>
<td>47</td>
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<tr>
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<td>6</td>
<td>7</td>
<td>7</td>
<td>8</td>
</tr>
</tbody>
</table>

- = Significantly higher than respective column(s) at 95 percent confidence level
- = Significantly higher than lowest respective number at 95 percent confidence level
- = Significantly higher when compared to prior year for respective number(s)
Those wearing their life jackets “always or most of the time” are significantly more likely to be aware of the campaign than other boaters. Those wearing their life jackets “sometimes” are significantly more aware of the campaign than those who “rarely or never” wear their life jackets.

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td></td>
<td>Always/Most</td>
<td>Sometimes</td>
<td>Rarely/Never</td>
</tr>
<tr>
<td>Number answering:</td>
<td>(297)</td>
<td>(158)</td>
<td>(222)</td>
</tr>
<tr>
<td>Yes</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>52</td>
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<tr>
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<td>62</td>
</tr>
<tr>
<td>Not sure</td>
<td>6</td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
</table>

= Significantly higher than respective column(s) at 95 percent confidence level
= Significantly higher than lowest respective number at 95 percent confidence level
= Significantly higher when compared to prior year for respective number(s)
Recognize Wear It! Logo

Among the 2015 participants, about one-half (52 percent) recognize the logo, which is statistically the same as prior years. Boaters from high campaign activity locations are significantly more likely to be aware of the campaign than boaters from no campaign activity locations.

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</tr>
</thead>
<tbody>
<tr>
<td>Number answering:</td>
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<td>(603)</td>
<td>(1052)</td>
<td>(324)</td>
<td>(198)</td>
<td>(150)</td>
<td>(180)</td>
<td>(131)</td>
<td>(292)</td>
</tr>
<tr>
<td>Yes</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
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<tr>
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<td>49</td>
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<td>41</td>
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<td>60</td>
<td>59</td>
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<td>59</td>
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<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>44</td>
<td>40</td>
<td>43</td>
<td>50</td>
<td>44</td>
<td>33</td>
<td>36</td>
<td>51</td>
<td>38</td>
</tr>
<tr>
<td>Not sure</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>4</td>
<td>5</td>
<td>10</td>
<td>3</td>
<td>7</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

= Significantly higher than respective column(s) at 95 percent confidence level

= Significantly higher than lowest respective number at 95 percent confidence level

= Significantly higher when compared to prior year for respective number(s)

Those wearing their life jackets “always, most of the time or sometimes” are significantly more likely to recognize the Wear It! logo than boaters who wear their life jackets “rarely or never” (58 percent and 53 percent versus 36 percent, respectively). Compared to prior years, fewer boaters in 2015 who “rarely or never” wear life jackets recognize the logo.
Wear It! Campaign Awareness Survey

### Recognize Logo

<table>
<thead>
<tr>
<th>Year</th>
<th>Always/Most</th>
<th>Sometimes</th>
<th>Rarely/Never</th>
<th>Number answering</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>(295)</td>
<td>(157)</td>
<td>(219)</td>
<td>(673)</td>
</tr>
<tr>
<td>2014</td>
<td>(313)</td>
<td>(134)</td>
<td>(153)</td>
<td>(1015)</td>
</tr>
<tr>
<td>2015</td>
<td>(552)</td>
<td>(239)</td>
<td>(261)</td>
<td></td>
</tr>
</tbody>
</table>

- Yes: 59%, 64%, 58%, 53%, 37%, 58%, 53%, 57%
- No: 32%, 41%, 44%, 32%, 44%, 42%, 37%, 42%
- Not sure: 10%, 8%, 4%, 3%, 5%, 3%, 5%, 7%

= Significantly higher than respective column(s) at 95 percent confidence level
= Significantly higher than lowest respective number at 95 percent confidence level

Wear It! Pledge Activity and Impact on Boating Safety

For 2015, only 5 percent of the boaters have signed a Wear It! pledge. Of the 51 boaters signing a pledge, nine are from high campaign activity locations, 24 from medium campaign activity locations, and 18 from no campaign activity locations.

### Signing a Pledge

<table>
<thead>
<tr>
<th>Year</th>
<th>Number answering</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>(673)</td>
</tr>
<tr>
<td>2014</td>
<td>(601)</td>
</tr>
<tr>
<td>2015</td>
<td>(1015)</td>
</tr>
</tbody>
</table>

- Yes: 4%, 7%, 5%
- No: 94%, 90%, 93%
- Not sure: 3%, 3%, 2%

= Significantly higher when compared to prior year for respective number(s)
Signing the pledge has changed 38 of the 48 boaters’ approaches to boat safety. Eight answered “no,” but four of them wear their life jacket all the time.

### Impact of Signing Pledge

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number answering among those who signed the pledge card:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% (#)</td>
<td>(25)*</td>
<td>(41)*</td>
<td>(48)*</td>
</tr>
<tr>
<td>Yes, changed approach to boating safety</td>
<td>64 (16)</td>
<td>88 (36)</td>
<td>79 (38)</td>
</tr>
<tr>
<td>No, has not changed approach to boating safety</td>
<td>32 (8)</td>
<td>10 (4)</td>
<td>17 (8)</td>
</tr>
<tr>
<td>Other</td>
<td>4 (1)</td>
<td>2 (1)</td>
<td>4 (2)</td>
</tr>
</tbody>
</table>

* Use caution when interpreting due to small sample size.

Other: *Always safety first (2013); just more aware (2014); sometime when needed (2015)*

= Significantly higher when compared to prior year for respective number(s)
Life Jacket Wear

More than one-half of the participants (53 percent) wear life jackets “always or most of the time,” which is about the same percentage as in 2014. The usage number might not have increased because fewer surveys were collected from high campaign activity locations in 2015 than in 2014. Among those who have signed the pledge (n=51), 79 percent indicate that they wear their life jacket “always” (n=31) or most of the time (n=9).

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number answering:</td>
<td>(677)</td>
<td>(602)</td>
<td>(1070)</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td><strong>Top Two Boxes</strong></td>
<td>44</td>
<td>52</td>
<td>53</td>
</tr>
<tr>
<td>Always</td>
<td>25</td>
<td>35</td>
<td>34</td>
</tr>
<tr>
<td>Most of the time</td>
<td>19</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>Sometimes</td>
<td>23</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td><strong>Bottom Two Boxes</strong></td>
<td>33</td>
<td>26</td>
<td>24</td>
</tr>
<tr>
<td>Rarely</td>
<td>21</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>Never</td>
<td>12</td>
<td>10</td>
<td>9</td>
</tr>
</tbody>
</table>

* Use caution when interpreting due to small sample size.

* = Significantly higher when compared to prior year for respective number(s)
Life jacket wear is statistically the same by campaign activity level in 2015. Life jacket usage has increased directionally (at 90 percent confidence level) since 2013 by campaign activity level (from 51 percent in 2013 to 58 percent in 2015 among boaters in high campaign activity locations and from 49 percent in 2013 to 54 percent in 2015 among boaters in medium campaign activity locations). Boaters from locations with no campaign activity might have been exposed to life jacket safety education unrelated to the Wear It! campaign, which might have driven some of their increased usage, especially versus 2013.

<table>
<thead>
<tr>
<th>Number answering:</th>
<th>2013 Campaign Activity</th>
<th>2014 Campaign Activity</th>
<th>2015 Campaign Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>None</td>
<td>Medium</td>
<td>High</td>
</tr>
<tr>
<td>Top Two Boxes</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Always</td>
<td>38</td>
<td>49</td>
<td>51</td>
</tr>
<tr>
<td>Most of the time</td>
<td>19</td>
<td>31</td>
<td>32</td>
</tr>
<tr>
<td>Sometimes</td>
<td>19</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td>Bottom Two Boxes</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Rarely</td>
<td>38</td>
<td>28</td>
<td>31</td>
</tr>
<tr>
<td>Never</td>
<td>28</td>
<td>13</td>
<td>16</td>
</tr>
</tbody>
</table>

- **= Significantly higher than respective column(s) at 95 percent confidence level**
- **= Significantly higher than lowest respective number at 95 percent confidence level**
- **= Significantly higher when compared to prior year for respective number(s)
Participants aware of the campaign are significantly more likely to wear life jackets “always or most of the time” versus those unaware of the campaign (60 percent versus 44 percent). Results are consistent with 2014.

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<tbody>
<tr>
<td></td>
<td>Yes (%)</td>
<td>No/Unsure (%)</td>
<td>Yes (%)</td>
</tr>
<tr>
<td>Number answering:</td>
<td>(355)</td>
<td>(318)</td>
<td>(356)</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td><strong>Top Two Boxes</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Always</td>
<td>53 (30)</td>
<td>34 (20)</td>
<td>59 (38)</td>
</tr>
<tr>
<td>Most of the time</td>
<td>23 (21)</td>
<td>14 (14)</td>
<td>21 (21)</td>
</tr>
<tr>
<td>Sometimes</td>
<td>21 (21)</td>
<td>26 (25)</td>
<td>21 (25)</td>
</tr>
<tr>
<td><strong>Bottom Two Boxes</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Rarely</td>
<td>27 (17)</td>
<td>40 (25)</td>
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</tr>
<tr>
<td>Never</td>
<td>10 (10)</td>
<td>15 (15)</td>
<td>8 (8)</td>
</tr>
</tbody>
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= Significantly higher than respective column(s) at 95 percent confidence level

= Significantly higher when compared to prior year for respective number(s)
Those using a personal watercraft (PWC) or manual boat are significantly more likely to wear life jackets “always or most of the time” (75 percent) versus those using other boats (47 percent). Life jacket usage among users of other boats has increased significantly, from 35 percent in 2013 to 41 percent in 2014 to 47 percent in 2015. When looking at results for only PWCs, 82 percent wear their life jackets “always or most of the time” in 2015, a slight decline when compared to 88 percent in 2014.

### Life Jacket Wear

<table>
<thead>
<tr>
<th>Year</th>
<th>Type of Boat</th>
<th>Number answering:</th>
<th>Top Two Boxes</th>
<th>Bottom Two Boxes</th>
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<td></td>
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<tr>
<td>PWC/Manual</td>
<td>Others</td>
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<td>2013</td>
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<td></td>
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<td>19</td>
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<td>2014</td>
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<td></td>
<td></td>
<td></td>
<td>16</td>
<td>6</td>
</tr>
</tbody>
</table>

= Significantly higher than respective column(s) at 95 percent confidence level
= Significantly higher when compared to prior year for respective number(s)
Reasons for Wearing Life Jackets

“I feel safest when wearing a life jacket/it’s a safe practice” is the reason most often selected for wearing a life jacket (51 percent, the same as in 2014), followed by “I wear a life jacket when conditions or weather is bad or expected to worsen” (37 percent, an increase from 32 percent in 2014).

Those who signed the pledge are the most likely to indicate that they “feel safest when wearing a life jacket/it’s a safe practice.”

<table>
<thead>
<tr>
<th>Reasons for Wearing Life Jackets</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>Signed Pledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number answering and excludes those who say “never wear”:</td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I wear a life jacket when conditions or weather is bad or expected to worsen</td>
<td>44</td>
<td>32</td>
<td>37</td>
<td>19 (5)</td>
</tr>
<tr>
<td>I feel safest when wearing a life jacket / it’s a safe practice</td>
<td>43</td>
<td>51</td>
<td>51</td>
<td>69 (18)</td>
</tr>
<tr>
<td>I am required to wear a life jacket by law</td>
<td>22</td>
<td>21</td>
<td>25</td>
<td>19 (5)</td>
</tr>
<tr>
<td>I have heard of situations where a life jacket has saved a life</td>
<td>18</td>
<td>18</td>
<td>20</td>
<td>27 (7)</td>
</tr>
<tr>
<td>I am not a good swimmer or do not know how to swim</td>
<td>7</td>
<td>8</td>
<td>7</td>
<td>4 (1)</td>
</tr>
<tr>
<td>I signed a pledge to wear a life jacket</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>23 (6)</td>
</tr>
<tr>
<td>Other reasons</td>
<td>9</td>
<td>9</td>
<td>8</td>
<td>0 (0)</td>
</tr>
</tbody>
</table>

* Use caution when interpreting due to small sample size.

= Significantly higher when compared to prior year for respective number(s)
Those participating from medium campaign activity locations are the most likely to indicate that they “**feel safest when wearing a life jacket/it’s a safe practice.**” Boaters from high campaign activity locations are significantly less likely to select this response as a reason for wearing their life jackets.

### Reasons for Wearing Life Jackets

<table>
<thead>
<tr>
<th>Reason</th>
<th>2013 Campaign Activity</th>
<th>2014 Campaign Activity</th>
<th>2015 Campaign Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>None (293)</td>
<td>Medium (165)</td>
<td>High (129)</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>I wear a life jacket when conditions or weather is bad or expected to</td>
<td>53</td>
<td>33</td>
<td>37</td>
</tr>
<tr>
<td>worsen</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel safest when wearing a life jacket/it’s a safe practice</td>
<td>37</td>
<td>47</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am required to wear a life jacket by law</td>
<td>23</td>
<td>25</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have heard of situations where a life jacket has saved a life</td>
<td>21</td>
<td>20</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am not a good swimmer or do not know how to swim</td>
<td>5</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I signed a pledge to wear a life jacket</td>
<td>2</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other reasons</td>
<td>10</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Participants aware of the campaign/logo are significantly more likely to indicate they “**feel safest when wearing a life jacket/it’s a safe practice**” and “**have heard of situations where a life jacket has saved a life**” than boaters not aware of the campaign/logo. Boaters in 2015 who are aware of the campaign/logo are significantly more likely to indicate they “**wear a life jacket when conditions or weather is bad or expected to worsen,**” and they are “**required to wear a life jacket by law**” than boaters in 2014.
The majority of those who “always or most of the time” wear a life jacket when boating (72 percent) indicate that they do so because they “feel safest when wearing a life jacket/it’s a safe practice.” Those who “sometimes or rarely” wear a life jacket tend to “wear a life jacket when conditions or weather is bad or is expected to worsen.” Reasons for wearing life jackets are consistent to prior years.
## Wear It! Campaign Awareness Survey

### Reasons for Wearing Life Jackets

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I wear a life jacket when conditions or weather is bad or expected to worsen</td>
<td>17</td>
<td>59</td>
<td>85</td>
<td>12</td>
<td>49</td>
<td>67</td>
<td>18</td>
<td>54</td>
<td>79</td>
</tr>
<tr>
<td>I feel safest when wearing a life jacket/it's a safe practice</td>
<td>69</td>
<td>26</td>
<td>5</td>
<td>74</td>
<td>31</td>
<td>6</td>
<td>72</td>
<td>33</td>
<td>4</td>
</tr>
<tr>
<td>I am required to wear a life jacket by law</td>
<td>36</td>
<td>10</td>
<td>6</td>
<td>30</td>
<td>10</td>
<td>8</td>
<td>35</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>I have heard of situations where a life jacket has saved a life</td>
<td>23</td>
<td>20</td>
<td>4</td>
<td>19</td>
<td>21</td>
<td>10</td>
<td>22</td>
<td>20</td>
<td>9</td>
</tr>
<tr>
<td>I am not a good swimmer or do not know how to swim</td>
<td>10</td>
<td>6</td>
<td>2</td>
<td>9</td>
<td>10</td>
<td>1</td>
<td>8</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>I signed a pledge to wear a life jacket</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other reasons</td>
<td>5</td>
<td>17</td>
<td>8</td>
<td>3</td>
<td>12</td>
<td>21</td>
<td>3</td>
<td>15</td>
<td>10</td>
</tr>
</tbody>
</table>

- = Significantly higher than respective column(s) at 95 percent confidence level
- = Significantly higher than lowest respective number at 95 percent confidence level
- = Significantly higher when compared to prior year for respective number(s)

Other reasons for wearing life jackets are “setting a good example” and “when in water.” See Appendix C (pages 38-41) for full list of verbatim comments.
Wear It! Campaign Awareness Survey

Reasons for Not Wearing Life Jackets

"A life jacket is uncomfortable" is most often selected as the reason for not wearing a life jacket (38 percent). Those who wear a life jacket “most of the time” are most likely to indicate they “forget to wear it or just don’t think about wearing one” on those occasions when they did not wear one, an increase from 34 percent in 2014, while “a life jacket is uncomfortable” mentions decreased from 44 percent in 2014 to 32 percent in 2015.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Total</th>
<th>Most of time</th>
<th>Sometimes</th>
<th>Rarely/NEver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number answering and excludes those who say &quot;always wear&quot;:</td>
<td>(680)</td>
<td>(188)</td>
<td>(235)</td>
<td>(257)</td>
</tr>
<tr>
<td>A life jacket is uncomfortable</td>
<td>38</td>
<td>32</td>
<td>41</td>
<td>40</td>
</tr>
<tr>
<td>I am not required to wear one by law</td>
<td>29</td>
<td>17</td>
<td>30</td>
<td>37</td>
</tr>
<tr>
<td>I forget to wear it or just don’t think about wearing one</td>
<td>25</td>
<td>41</td>
<td>24</td>
<td>14</td>
</tr>
<tr>
<td>I don’t need to wear a life jacket because I’m a strong swimmer</td>
<td>11</td>
<td>7</td>
<td>8</td>
<td>18</td>
</tr>
<tr>
<td>I’m not asked to wear a life jacket by the boat owner or someone else</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>A life jacket is not stylish or “cool”</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>I don’t want to spend money on a life jacket or can’t afford one</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Other reasons</td>
<td>16</td>
<td>17</td>
<td>16</td>
<td>15</td>
</tr>
</tbody>
</table>

= Significantly higher than respective column(s) at 95 percent confidence level

= Significantly higher than lowest respective number at 95 percent confidence level

Other reasons for not wearing life jackets include “too hot” and “wear one when needed.” See Appendix C (pages 38-41) for full list of verbatim comments.
### Boating Safety Attitudes

Almost all of the participants (96 percent) agree with the statement, “I try to boat safely and responsibly at all times.”

The statements with the least agreement (60 and 61 percent, respectively) are “I have not been involved in any situation this boating season where a life jacket was useful” and “It is important for me as a boater to encourage others to wear life jackets at all times when boating or fishing.”

Compared to last year, boaters at medium campaign activity locations are significantly more likely to agree with this statement and the statement “I believe drowning fatalities related to boating accidents would be dramatically reduced if more people wore life jackets.”

<table>
<thead>
<tr>
<th>Boating Safety Attitudes (% Strongly Agree/Agree Somewhat)</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total sample size:</td>
<td>2013</td>
<td>2014</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td></td>
<td>2013</td>
<td>2014</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td>678</td>
<td>605</td>
<td>1072</td>
</tr>
<tr>
<td></td>
<td>678</td>
<td>605</td>
<td>1072</td>
</tr>
<tr>
<td></td>
<td>678</td>
<td>605</td>
<td>1072</td>
</tr>
<tr>
<td>I try to boat safely and responsibly at all times</td>
<td>97</td>
<td>96</td>
<td>96</td>
</tr>
<tr>
<td>I believe drowning fatalities related to boating accidents would be dramatically reduced if more people wore life jackets</td>
<td>88</td>
<td>86</td>
<td>85</td>
</tr>
<tr>
<td>I worry about other boaters and their unsafe practices</td>
<td>85</td>
<td>88</td>
<td>84</td>
</tr>
<tr>
<td>I believe the Wear It! pledge is an effective way to increase use of life jackets</td>
<td>73</td>
<td>71</td>
<td>67</td>
</tr>
<tr>
<td>I have NOT been involved in any situation this boating season where a life jacket was useful</td>
<td>66</td>
<td>62</td>
<td>60</td>
</tr>
<tr>
<td>I am a very strong swimmer</td>
<td>61</td>
<td>64</td>
<td>68</td>
</tr>
<tr>
<td>It is important for me as a boater to encourage others to wear life jackets at all times when boating or fishing</td>
<td>52</td>
<td>60</td>
<td>61</td>
</tr>
</tbody>
</table>

- = Significantly higher than respective column(s) at 95 percent confidence level
- = Significantly higher than lowest respective number at 95 percent confidence level
- = Significantly higher when compared to prior year for respective number(s)
Safe boating practices are highest among those aware of the campaign/logo and those wearing their life jackets most often as shown in the following two tables.

<table>
<thead>
<tr>
<th>Boating Safety Attitudes (% Strongly Agree/Agree Somewhat)</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Aware of Campaign/Logo</td>
<td>Aware of Campaign/Logo</td>
<td>Aware of Campaign/Logo</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>No/Unsure</td>
<td>Yes</td>
</tr>
<tr>
<td>Total sample size:</td>
<td>(356)</td>
<td>(318)</td>
<td>(357)</td>
</tr>
<tr>
<td>I try to boat safely and responsibly at all times</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>I believe drowning fatalities related to</td>
<td>98</td>
<td>96</td>
<td>96</td>
</tr>
<tr>
<td>boating accidents would be dramatically reduced if more</td>
<td>89</td>
<td>87</td>
<td>91</td>
</tr>
<tr>
<td>people wore life jackets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I worry about other boaters and their unsafe practices</td>
<td>91</td>
<td>79</td>
<td>91</td>
</tr>
<tr>
<td>I believe the Wear It! pledge is an effective way to</td>
<td>73</td>
<td>-</td>
<td>81</td>
</tr>
<tr>
<td>increase use of life jackets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have NOT been involved in any situation this</td>
<td>62</td>
<td>71</td>
<td>61</td>
</tr>
<tr>
<td>boating season where a life jacket was useful</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am a very strong swimmer</td>
<td>59</td>
<td>63</td>
<td>66</td>
</tr>
<tr>
<td>It is important for me as a boater to encourage others</td>
<td>64</td>
<td>38</td>
<td>69</td>
</tr>
<tr>
<td>to wear life jackets at all times when boating or</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>fishing</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Boating Safety Attitudes (% Strongly Agree/Agree Somewhat)

<table>
<thead>
<tr>
<th></th>
<th>Always/Most</th>
<th>Sometimes</th>
<th>Rarely/Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(297)</td>
<td>(158)</td>
<td>(222)</td>
</tr>
<tr>
<td>I try to boat safely and responsibly at all times</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>98</td>
<td>94</td>
<td>98</td>
</tr>
<tr>
<td>I believe drowning fatalities related to boating accidents would be dramatically reduced if more people wore life jackets</td>
<td>96</td>
<td>86</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>97</td>
<td>96</td>
<td>95</td>
</tr>
<tr>
<td>I worry about other boaters and their unsafe practices</td>
<td>88</td>
<td>83</td>
<td>83</td>
</tr>
<tr>
<td></td>
<td>89</td>
<td>88</td>
<td>84</td>
</tr>
<tr>
<td>I believe the Wear It! pledge is an effective way to increase use of life jackets</td>
<td>89</td>
<td>63</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>83</td>
<td>82</td>
<td>72</td>
</tr>
<tr>
<td>I have NOT been involved in any situation this boating season where a life jacket was useful</td>
<td>60</td>
<td>61</td>
<td>77</td>
</tr>
<tr>
<td></td>
<td>58</td>
<td>61</td>
<td>71</td>
</tr>
<tr>
<td>I am a very strong swimmer</td>
<td>61</td>
<td>56</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td>63</td>
<td>64</td>
<td>65</td>
</tr>
<tr>
<td>It is important for me as a boater to encourage others to wear life jackets at all times when boating or fishing</td>
<td>71</td>
<td>47</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>78</td>
<td>50</td>
<td>32</td>
</tr>
</tbody>
</table>

- = Significantly higher than respective column(s) at 95 percent confidence level
- = Significantly higher than lowest respective number at 95 percent confidence level
- = Significantly higher when compared to prior year for respective number(s)
Ways to Motivate Boaters to Wear Life Jackets

Having "a law requiring boaters to wear life jackets" (44 percent) or having "a life jacket that was more comfortable or less bulky" (33 percent) would motivate some boaters to wear life jackets. "Being educated on boat safety and the use of life jackets" declined from 2014, but is similar to the 2013 level.

<table>
<thead>
<tr>
<th>Motivators to Wear Life Jackets</th>
<th>2013 Total</th>
<th>2014</th>
<th>2015</th>
<th>2013 Type of Boat</th>
<th>2014 Type of Boat</th>
<th>2015 Type of Boat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>678</td>
<td>596</td>
<td>703</td>
<td>135</td>
<td>132</td>
<td>88</td>
</tr>
<tr>
<td>Number answering (excludes those who say &quot;always wear&quot; for 2015): (678)</td>
<td>(596)</td>
<td>(703)</td>
<td>(135)</td>
<td>(524)</td>
<td>(132)</td>
<td>(439)</td>
</tr>
<tr>
<td>A law requiring boaters to wear life jackets</td>
<td>54</td>
<td>45</td>
<td>44</td>
<td>62</td>
<td>51</td>
<td>56</td>
</tr>
<tr>
<td>If I had a life jacket that was more comfortable or less bulky</td>
<td>34</td>
<td>37</td>
<td>33</td>
<td>36</td>
<td>32</td>
<td>33</td>
</tr>
<tr>
<td>Being educated on boat safety and the use of life jackets</td>
<td>28</td>
<td>41</td>
<td>27</td>
<td>42</td>
<td>25</td>
<td>35</td>
</tr>
<tr>
<td>Hearing or seeing reminders to wear a life jacket</td>
<td>28</td>
<td>30</td>
<td>25</td>
<td>38</td>
<td>26</td>
<td>37</td>
</tr>
<tr>
<td>If I had a life jacket that was easy to use/wear</td>
<td>24</td>
<td>27</td>
<td>21</td>
<td>24</td>
<td>24</td>
<td>30</td>
</tr>
<tr>
<td>I had a prior boating experience that convinced me</td>
<td>12</td>
<td>18</td>
<td>17</td>
<td>17</td>
<td>11</td>
<td>25</td>
</tr>
<tr>
<td>Signing a pledge card agreeing to wear a life jacket</td>
<td>11</td>
<td>14</td>
<td>9</td>
<td>14</td>
<td>11</td>
<td>20</td>
</tr>
<tr>
<td>If life jackets were provided for free</td>
<td>11</td>
<td>20</td>
<td>12</td>
<td>19</td>
<td>10</td>
<td>19</td>
</tr>
<tr>
<td>Seeing well-known celebrities or athletes wearing life jackets when boating</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>15</td>
<td>6</td>
<td>15</td>
</tr>
<tr>
<td>If I had a life jacket that was more stylish</td>
<td>6</td>
<td>7</td>
<td>7</td>
<td>11</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Nothing/None</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Did not answer question</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Other responses</td>
<td>7</td>
<td>5</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>6</td>
</tr>
</tbody>
</table>

= Significantly higher than respective column(s) at 95 percent confidence level
= Significantly higher when compared to prior year for respective number(s)
Having “A law requiring boaters to wear life jackets” or having “A life jacket that was more comfortable or less bulky” would be the biggest motivator for those who “sometimes, rarely or never” wear life jackets. Results are similar to last year. Other motivators to wear life jackets include “bad weather conditions” or “hearing stories where life jackets saved lives.” See Appendix C (pages 38-41) for full list of verbatim comments.

### Motivators to Wear Life Jackets

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Always/Most</td>
<td>(297)</td>
<td>(158)</td>
<td>(222)</td>
<td>(309)</td>
<td>(135)</td>
<td>(150)</td>
<td>(555)</td>
<td>(237)</td>
<td>(260)</td>
</tr>
<tr>
<td>Sometimes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rarely/Never</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A law requiring boaters to wear life jackets</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>If I had a life jacket that was more comfortable or less bulky</td>
<td>54</td>
<td>54</td>
<td>54</td>
<td>41</td>
<td>50</td>
<td>49</td>
<td>40</td>
<td>43</td>
<td>48</td>
</tr>
<tr>
<td>Being educated on boat safety and the use of life jackets</td>
<td>32</td>
<td>34</td>
<td>34</td>
<td>31</td>
<td>46</td>
<td>42</td>
<td>29</td>
<td>36</td>
<td>33</td>
</tr>
<tr>
<td>Hearing or seeing reminders to wear a life jacket</td>
<td>44</td>
<td>25</td>
<td>10</td>
<td>56</td>
<td>30</td>
<td>21</td>
<td>54</td>
<td>24</td>
<td>17</td>
</tr>
<tr>
<td>If I had a life jacket that was easy to use/wear</td>
<td>40</td>
<td>24</td>
<td>15</td>
<td>36</td>
<td>31</td>
<td>15</td>
<td>42</td>
<td>23</td>
<td>12</td>
</tr>
<tr>
<td>I had a prior boating experience that convinced me</td>
<td>25</td>
<td>25</td>
<td>22</td>
<td>28</td>
<td>24</td>
<td>28</td>
<td>22</td>
<td>25</td>
<td>17</td>
</tr>
<tr>
<td>Signing a pledge card agreeing to wear a life jacket</td>
<td>15</td>
<td>10</td>
<td>10</td>
<td>20</td>
<td>17</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>If life jackets were provided for free</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>23</td>
<td>21</td>
<td>12</td>
<td>21</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>Seeing well-known celebrities or athletes wearing life jackets when boating</td>
<td>13</td>
<td>5</td>
<td>3</td>
<td>10</td>
<td>3</td>
<td>3</td>
<td>14</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>If I had a life jacket that was more stylish</td>
<td>8</td>
<td>3</td>
<td>4</td>
<td>7</td>
<td>8</td>
<td>6</td>
<td>10</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Nothing / None</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Did not answer question</td>
<td>3</td>
<td>3</td>
<td>7</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Other responses</td>
<td>6</td>
<td>6</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>7</td>
</tr>
</tbody>
</table>

- = Significantly higher than respective column(s) at 95 percent confidence level
- = Significantly higher than lowest respective number at 95 percent confidence level
- = Significantly higher when compared to prior year for respective number(s)
Participant Profile: Boating

Frequency of Boating

Participants are boating about as often as prior years, with 28 percent indicating they have been boating “more often” and 29 percent indicating “less often.” However, boaters in high campaign activity locations are significantly more likely to be boating “more often” than in prior years.

<table>
<thead>
<tr>
<th>Frequency of Boating</th>
<th>Campaign Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>Number answering:</td>
<td>(1044)</td>
</tr>
<tr>
<td>% More often</td>
<td>%</td>
</tr>
<tr>
<td>28</td>
<td>25</td>
</tr>
<tr>
<td>About as often</td>
<td>43</td>
</tr>
<tr>
<td>Less often</td>
<td>29</td>
</tr>
</tbody>
</table>

- = Significantly higher than respective column(s) at 95 percent confidence level
- = Significantly higher than lowest respective number at 95 percent confidence level
Type of Boat

Four out of 10 participants used open motor boats most recently (40 percent). A good mix of other types of boat users also participated. Boaters in locations with high campaign activity were significantly more likely to be using an open motor boat than boaters in locations with medium campaign activity, but were less likely to be using a cabin motor boat than all other boaters (only 6 percent). Boaters in locations with no campaign activity were the least likely to be using a fishing boat (10 percent).

Boat Most Recently Used

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>None</th>
<th>Medium</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number answering:</td>
<td>(1072)</td>
<td>(507)</td>
<td>(376)</td>
<td>(189)</td>
</tr>
<tr>
<td>%</td>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Open motor boat</td>
<td>40</td>
<td>40</td>
<td>37</td>
<td>46</td>
</tr>
<tr>
<td>Cabin motor boat</td>
<td>16</td>
<td>19</td>
<td>18</td>
<td>6</td>
</tr>
<tr>
<td>Fishing boat (not commercial)</td>
<td>15</td>
<td>10</td>
<td>18</td>
<td>23</td>
</tr>
<tr>
<td>Personal watercraft</td>
<td>12</td>
<td>13</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Sail boat</td>
<td>9</td>
<td>10</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Manually propelled vessel</td>
<td>8</td>
<td>8</td>
<td>6</td>
<td>11</td>
</tr>
</tbody>
</table>

= Significantly higher than lowest respective number at 95 percent confidence level
About three-fourths of the participants own a boat. Those who are aware of the campaign are more likely to own a boat (78 percent). Those who wear a life jacket “always or most of the time” are significantly less likely to own a boat (59 percent) than those who wear their life jackets “sometimes, rarely or never.”

<table>
<thead>
<tr>
<th>Boat Ownership</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>74</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Campaign Activity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>77</td>
</tr>
<tr>
<td>Medium</td>
<td>68</td>
</tr>
<tr>
<td>High</td>
<td>75</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Aware of Campaign</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>78</td>
</tr>
<tr>
<td>No/Unsure</td>
<td>68</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wear Life Jacket</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always/Most</td>
<td>59</td>
</tr>
<tr>
<td>Sometimes</td>
<td>78</td>
</tr>
<tr>
<td>Rarely/Never</td>
<td>79</td>
</tr>
</tbody>
</table>

= Significantly higher than respective column(s) at 95 percent confidence level
= Significantly higher than lowest respective number at 95 percent confidence level
About nine out of 10 participants (91 percent) own a life jacket (94 percent in 2014; 89 percent in 2013). One-fourth own both inherently buoyant and inflatable life jackets, which is the same as last year. Those aware of the campaign are significantly more likely to have life jackets (96 percent versus 85 percent). About one-third of boat non-owners (35 percent) do not own a life jacket, but even more notable is that two-thirds (65 percent) do own a life jacket. Ownership of life jackets among boat non-owners declined from 2014 (76 percent to 65 percent), but is higher than in 2013 (57 percent).

### Life Jacket Ownership

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>None</th>
<th>Medium</th>
<th>High</th>
<th>Type of Boat</th>
<th>PWC/Manual</th>
<th>Others</th>
<th>Aware of Campaign/Logo</th>
<th>Yes</th>
<th>No/Unsure</th>
<th>Own Boat</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number answering:</td>
<td>(1035)</td>
<td>(483)</td>
<td>(369)</td>
<td>(183)</td>
<td></td>
<td>(208)</td>
<td>(827)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td></td>
<td>%</td>
<td>%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inherently buoyant life jackets</td>
<td>60</td>
<td>59</td>
<td>62</td>
<td>61</td>
<td></td>
<td>66</td>
<td>59</td>
<td></td>
<td>60</td>
<td>61</td>
<td>65</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td>Inflatable life jackets</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td></td>
<td>4</td>
<td>5</td>
<td></td>
<td>6</td>
<td>4</td>
<td>5</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Both types</td>
<td>25</td>
<td>27</td>
<td>22</td>
<td>28</td>
<td></td>
<td>18</td>
<td>27</td>
<td></td>
<td>30</td>
<td>20</td>
<td>30</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Do not own a life jacket</td>
<td>9</td>
<td>8</td>
<td>11</td>
<td>8</td>
<td></td>
<td>12</td>
<td>9</td>
<td></td>
<td>4</td>
<td>15</td>
<td>0</td>
<td>35</td>
<td></td>
</tr>
</tbody>
</table>

*Significantly higher than respective column(s) at 95 percent confidence level*
Participant Profile: Demographics

Gender

No significant differences in gender are noted by locations based on campaign activity, awareness of campaign or life jacket wear. Results are similar to past years.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number answering:</th>
<th>Campaign Activity</th>
<th>Aware of Campaign/Logo</th>
<th>Wear Life Jacket</th>
<th>Type of Boat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td>None</td>
<td>Medium</td>
<td>High</td>
</tr>
<tr>
<td>Male</td>
<td>(1047)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>%</td>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Male</td>
<td>61</td>
<td></td>
<td>61</td>
<td>60</td>
<td>61</td>
</tr>
<tr>
<td>Female</td>
<td>39</td>
<td></td>
<td>39</td>
<td>40</td>
<td>39</td>
</tr>
</tbody>
</table>

Age

Those in high campaign activity locations tend to skew younger, which varies from 2014, when they skewed older. Similar to 2013, those aware of the campaign tended to skew older; however, more of the “rarely/never” life jacket wears are older individuals. These differences were not found in 2014.

<table>
<thead>
<tr>
<th>Age</th>
<th>Number answering:</th>
<th>Campaign Activity</th>
<th>Aware of Campaign/Logo</th>
<th>Wear Life Jacket</th>
<th>Type of Boat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td>None</td>
<td>Medium</td>
<td>High</td>
</tr>
<tr>
<td>18 to 24 years</td>
<td>(1050)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>%</td>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>12</td>
<td></td>
<td>11</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>35 to 44</td>
<td>16</td>
<td></td>
<td>16</td>
<td>11</td>
<td>24</td>
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<tr>
<td>45 to 54</td>
<td>19</td>
<td></td>
<td>17</td>
<td>20</td>
<td>24</td>
</tr>
<tr>
<td>55 to 64</td>
<td>20</td>
<td></td>
<td>18</td>
<td>24</td>
<td>17</td>
</tr>
<tr>
<td>65 years or older</td>
<td>18</td>
<td></td>
<td>19</td>
<td>17</td>
<td>14</td>
</tr>
</tbody>
</table>
States Surveyed

Surveys were collected from 12 different states, with one-half of the surveys being collected from Ohio, New Mexico and Arizona. As shown below, compared to 2014, surveys were not collected in New Jersey, but were collected in six new states: Ohio, New Mexico, Rhode Island, Connecticut, California and New Hampshire.

<table>
<thead>
<tr>
<th>State</th>
<th># Collected in 2013</th>
<th># Collected in 2014</th>
<th># Collected in 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>OH</td>
<td>-</td>
<td>-</td>
<td>182</td>
</tr>
<tr>
<td>NM</td>
<td>-</td>
<td>-</td>
<td>180</td>
</tr>
<tr>
<td>AZ</td>
<td>-</td>
<td>17</td>
<td>164</td>
</tr>
<tr>
<td>TN</td>
<td>161</td>
<td>169</td>
<td>144</td>
</tr>
<tr>
<td>RI</td>
<td>-</td>
<td>-</td>
<td>78</td>
</tr>
<tr>
<td>NY</td>
<td>127</td>
<td>55</td>
<td>70</td>
</tr>
<tr>
<td>CT</td>
<td>-</td>
<td>-</td>
<td>66</td>
</tr>
<tr>
<td>KY</td>
<td>-</td>
<td>43</td>
<td>51</td>
</tr>
<tr>
<td>VA</td>
<td>148</td>
<td>268</td>
<td>46</td>
</tr>
<tr>
<td>LA</td>
<td>25</td>
<td>26</td>
<td>41</td>
</tr>
<tr>
<td>CA</td>
<td>-</td>
<td>-</td>
<td>35</td>
</tr>
<tr>
<td>NH</td>
<td>-</td>
<td>-</td>
<td>15</td>
</tr>
<tr>
<td>NJ</td>
<td>80</td>
<td>27</td>
<td>-</td>
</tr>
<tr>
<td>FL</td>
<td>69</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>IN</td>
<td>38</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>OK</td>
<td>30</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
### Appendix A: Number of Surveys By Specific Location

<table>
<thead>
<tr>
<th>Location</th>
<th>State</th>
<th># in 2013</th>
<th># in 2014</th>
<th># in 2015</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake Pleasant</td>
<td>AZ</td>
<td>-</td>
<td>-</td>
<td>87</td>
<td>High</td>
</tr>
<tr>
<td>Old Hickory Lake</td>
<td>TN</td>
<td>-</td>
<td>26</td>
<td>65</td>
<td>High</td>
</tr>
<tr>
<td>Lake Priest</td>
<td>TN</td>
<td>42</td>
<td>85</td>
<td>33</td>
<td>High</td>
</tr>
<tr>
<td>Oswego Harbor</td>
<td>NY</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>High</td>
</tr>
<tr>
<td>Others</td>
<td>Multiple</td>
<td>110 (FL, NJ, TN)</td>
<td>183 (VA)</td>
<td>-</td>
<td>High</td>
</tr>
<tr>
<td><strong>Total High</strong></td>
<td></td>
<td>152</td>
<td>294</td>
<td>189</td>
<td></td>
</tr>
<tr>
<td>Elephant Butte Lake</td>
<td>NM</td>
<td>-</td>
<td>-</td>
<td>63</td>
<td>Medium</td>
</tr>
<tr>
<td>Nolin River Lake</td>
<td>KY</td>
<td>-</td>
<td>*</td>
<td>51</td>
<td>Medium</td>
</tr>
<tr>
<td>Erie Canal</td>
<td>NY</td>
<td>-</td>
<td>-</td>
<td>40</td>
<td>Medium</td>
</tr>
<tr>
<td>Millerton Lake</td>
<td>CA</td>
<td>-</td>
<td>-</td>
<td>35</td>
<td>Medium</td>
</tr>
<tr>
<td>Lake Pontchartrain</td>
<td>LA</td>
<td>*</td>
<td>*</td>
<td>35</td>
<td>Medium</td>
</tr>
<tr>
<td>Deep Marine Lakes</td>
<td>CT</td>
<td>-</td>
<td>-</td>
<td>30</td>
<td>Medium</td>
</tr>
<tr>
<td>Bluewater Lake</td>
<td>NM</td>
<td>-</td>
<td>-</td>
<td>30</td>
<td>Medium</td>
</tr>
<tr>
<td>Santa Rosa State Park</td>
<td>NM</td>
<td>-</td>
<td>-</td>
<td>27</td>
<td>Medium</td>
</tr>
<tr>
<td>Chickahominay River</td>
<td>VA</td>
<td>*</td>
<td>*</td>
<td>25</td>
<td>Medium</td>
</tr>
<tr>
<td>Canandaigua Lake</td>
<td>NY</td>
<td>-</td>
<td>-</td>
<td>11</td>
<td>Medium</td>
</tr>
<tr>
<td>Great Lakes Mall</td>
<td>OH</td>
<td>-</td>
<td>-</td>
<td>10</td>
<td>Medium</td>
</tr>
<tr>
<td>Lake Ontario</td>
<td>NY</td>
<td>-</td>
<td>-</td>
<td>6</td>
<td>Medium</td>
</tr>
<tr>
<td>Blood River</td>
<td>LA</td>
<td>-</td>
<td>-</td>
<td>6</td>
<td>Medium</td>
</tr>
<tr>
<td>Navajo Lake</td>
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<td>-</td>
<td>4</td>
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<tr>
<td>Hudson River</td>
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<td>-</td>
<td>3</td>
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<td>131 (NY, TN, AZ, VA)</td>
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<td>199</td>
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</table>

*Previously no activity: locations: Nolin River Lake (n=43 in 2014), Lake Pontchartrain (n=25 in 2013; n=26 in 2014), and Chickahominay River (n=22 in 2013; n=11 in 2014).*
### Wear It! Campaign Awareness Survey

<table>
<thead>
<tr>
<th>Location</th>
<th>State</th>
<th># in 2013</th>
<th># in 2014</th>
<th># in 2015</th>
<th>Activity</th>
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<tr>
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<tr>
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<td><strong>Total No Activity</strong></td>
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<tr>
<td><strong>TOTAL Collected</strong></td>
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<td><strong>678</strong></td>
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<td><strong>1072</strong></td>
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Appendix B: Phone Interviews

Follow-up Telephone Interviews

Werth completed a research study among 1,072 boaters for NSBC in order to determine and quantify the impact of the campaign on life jacket wear attitudes and behaviors and gain insights that might be helpful in improving the campaign in the future.

At the end of the self-administered surveys, boaters were asked if they were willing to complete a follow-up telephone interview. In order to gain additional insights and suggestions for the campaign, three in-depth telephone interviews were conducted with men and women from Ohio, Connecticut and Louisiana who own or used a fishing boat, open motor boat and/or sailboat. These boat owners wear their life jackets “sometimes.” Each interview took about 30 minutes.

Executive Summary

Participants in these interviews boat primarily to relax and disconnect from technology. They boat alone, with other friends, or with family at all times of the day and days of the week. The participants interviewed spend between three and six hours at a time on the water and are on a boat once or twice a week to race, for tournaments and/or recreational purposes. When asked what they like most about boating, they explained:

- **Catching fish. I’m around a group of others that are bass fishing. I enjoy the company.**
- **The quietness. You don’t hear noise from traffic/cars. The views, the scenery; it’s relaxing. We purchased a boat to lie in sun, swim around, to relax and to enjoy life.**
- **It’s an escape from the stressful day-to-day life and work. You can’t be online. You have to live in the moment.**

They recognize the safety reasons for using life jackets, especially when conditions warrant it (bad weather, windy conditions, large swells or heavy boat traffic), when going fast, when in the water, or when children are aboard.
• **Safety Reasons**
  - I think they are great and that everyone should wear them for a safety standpoint. Coming from a sailing perspective, even if you can swim, if you get hit with a boom and fall in the water, if you don’t have a life jacket on, your chances to survive are zero.
  - If there’s a sudden emergency, I don’t have to worry about taking care of someone else. I only have to worry about taking care of my own personal things.
  - If I’m in unchartered waters, if I don’t know it: if rocks or could be run aground, obstructions, etc. If I can’t see shoreline. The bigger the lake, the more the need for the life vest.
  - When there’s a lot of other boat activity, I’m obeying the right-of-way but occasionally a boat comes close. I put it on in case there was an accident. I’ve seen accidents before.

• **Conditions**
  - For me, when I’m wearing it, it’s usually choppy out, and it gives me a better sense of security on the foredeck. Even if you have good balance, it makes you feel a lot safer to have it on when it’s rough. If the wind is 15 knots [or greater], I would much rather have it on, because the chances of falling off the boat are much greater.
  - I wear it when I’m on a larger body of water, when there are waves, when I’m on my way to another area to fish. If going under power and on plane for more than five minutes, I’m wearing it.
  - If I’m in a larger lake that has swells and feel the boat is pushing to a point that is more of a safety concern. [For example,] at Lake George you can’t go more than 20-25 mph because it’s so wavy and choppy. If winds are blowing strong, pretty big waves and can get tossed around with 8 foot swells – in those instances when waters are like that.

• **In Water/Close to Water**
  - We wear life jackets when in the water so we can stay afloat. We have very good life jackets that will float with head upright and support your weight.
  - When leaning over boat when fishing, I would have a vest on then too.
• **Children**
  - Children that are under 13 years old, it’s mandated that if the boat is underway, they must wear them.
  - It should be a requirement for adolescents to wear them, without question.

One participant also explained that “In winter time, I’ll put them on for the warmth.” She also pointed out the benefit of having pockets in a life jacket. “I can put tools or whistles in them. Most of the athletic shorts for women don’t have pockets, so it’s nice to have pockets in a life jacket.”

Participants further explained that others might wear life jackets if they are infrequent boaters, do not know how to swim, or feel unsafe on the water.

• A lot of people don’t start boating until their adult years and are insecure about it and don’t know what to expect when boating, so they wear their life jackets.
• I think they are a great safety device for a lot of novices. I make it mandatory for anyone on my boat to wear them.
• [If they] don’t know how to swim.
• If they get out on the water and they aren’t comfortable, they will wear a life jacket; especially if they can’t swim, they will always ask for a life jacket.
• If a lot of boat traffic, I hardly ever see someone without a life jacket on.

However, boaters explain their reasons for not wearing life jackets: uncomfortable, bulky, and hot. The inflatable ones are expensive. They also explain that they are driving the boat safely or the conditions do not warrant it.

• With the active amount of fishing I do, it makes it difficult to wear a bulky life jacket. When I stop to fish, I take it off.
• The cheaper orange ones are gaudy, cumbersome and take a lot of space on your body as far as covering skin. Some inflatables are pricey.
• The [buoyant] one I have is sort of bulky and uncomfortable, and there’s nowhere for my boobs to go. When it’s hot, they are more uncomfortable.
• We are safe boaters: no alcohol on boat, we are observant of others around us and aware of who is in our path.
• We don’t drive long distances. We are anchored up for large portions of the day. We also go out to sunbathe so I don’t wear one when driving the boat.
• When waters are perfectly calm, I don’t wear a life jacket.
In their opinion, others’ reasons for not wearing life jackets are: discomfort, lack of life jackets on boat or because they don’t feel they are needed.

- A lot of people have similar problems as I do because it’s so hot and [we’re] trying to wear as little clothing as possible. The extra layer can make it really intolerable. The alternative is the lighter inflatable life jackets, but they are more expensive. There also might be misunderstandings about how the self-inflating ones work and how reliable they are. There is a level of skepticism if you don’t see them in action.
- Some of them don’t have [life jackets] onboard.
- Just going to enjoy sun and sunbathe.
- If it feels safe: a calm day and not many boaters.

When asked about the Wear It! campaign, the participants interviewed have little to no awareness of it, but recognize the potential benefits and are interested in learning more about the campaign.

- Any informational campaign like that is going to have an impact.
- I was not aware of all the agencies involved in it.
- I saw a billboard when pulling up for a safety inspection at a Coast Guard station. I think that [Wear It!] needs to be publicized more where we launch boats. I think it should be on the dock before getting onto boat, before you launch. A lot of fishing regulations are posted there. Just more awareness, a more creative ad campaign.

When asked about the Wear It! pledge, the participants had not heard about it and would have to know more about it before committing to signing it.

- It depends on how cumbersome it becomes. [Wearing life jackets is] a great practice. I would be in favor of [signing pledge]. Anything that promotes boater safety, I’m for.
- A lot of people will sign stuff just to sign it, but might not follow-through with it long-term.
- I don’t know… I’m not much into them. Let me try out the inflatable life jacket and then see.
Participants offer some suggestions for increasing life jacket usage, such as having sleek/stylish jackets, providing more education, increasing awareness of the inflatable jackets, having more on-site advocates at various bodies of water, and state laws.

- If there were styles that fit better, then I know more people would buy them. I've shopped for life jackets before, and there’s not a good selection of them out there.
- If I had a style or sleek type of fit that wouldn’t obstruct my fishing. I do a lot of tournament fishing, and it’s all about how fast I can retrieve and cast and if I had a life jacket that won’t impede that.
- If there’s any way to make them cooler to young folks. People don’t want to look like dorks and the stigma associated with that.
- If life jackets were cheaper.
- A member of our yacht club, who is really good about sharing information, did some really cool demonstrations about all the different kinds of life jackets and how they work. Those campaigns are worth it and helpful. It makes a difference when a local person in a yacht club has an advocate, someone who is passionate about spreading it in their local community. That will make a big difference: having face-to-face contact with a person who believes in it and the message.
- They would have to have state laws [requiring usage]. It’s like the state laws that require seat belts. Over time, you see that enough, that people begin wearing seat belts.
- If you mandated it for “under power” usage, but it depends on the lake, the amount of ride and speed.
- Like on new boats, if there were a safety feature that was built into life jackets, like a kill switch. There could be a cord inside a wire that disables the alarm once you plug into it. It would be a seat belt reminder, like a car – an alarm that sounds.
Appendix C: Verbatim Comments

What are your reasons for wearing a life jacket? Other responses are:

- Activities require
- Age
- As a good example for my kids
- Because it’s smart!
- Boat class
- Boat is moving and I am standing
- Camp requires it
- Canoe, kayak, foul weather, motor boat
- Cold water fishing
- During watersports
- Floating
- For safety and to teach our kids safe boating
- General safety
- I always fall in
- I have my kids wear them always
- I was a Coast Guard auxiliary
- I wear a life jacket when riding on a tube
- I worked ER and have seen the results on not wearing one
- I’ve been knocked overboard unconscious without one
- My friend made me
- On bow or racing
- Only if required to wear one by law
- Only when skiing (I crash hard)
- Our child always wears his life jacket
- Required by employer
- Rules of tournament
- Skiing (3 mentions)
- Solo operation
- Sometimes it’s cold and the jacket is warm
- Swimming, tubing, etc.
- Tournament requires it
- Tournaments
- Traveling at high speeds
- Tubing
- Tubing and wakeboarding
- Unless on inflatable dinghies-then always
- Usually wear it
- Wake
- Wakeboard, tube
- Wakeboarding
- Wakeboarding/skiing
- Warmth
- When alone or with children
- When I feel safety may be compromised
- When I tube or ski
- When I want to relax and use little energy in the water
- When I’m in the main channel/not in a creek
- When I’m in the water (for safety)
- When I’m tubing or skiing
- When mooring and unmooring
- When on foredeck
- When on kayak
- When on tube or wakeboard
- When running and skiing
- When running the channel
- When skiing, wakeboarding, tubing
- When swimming (2 mentions)
- When traveling from place to place
- When tubing, wakeboarding, surfing
- When wake boarding
- When water skiing (8 mentions)
- Water sports (3 mentions)
- Wear it anytime in the water. “Lazy swimmer”
What are your reasons for **not** wearing a life jacket? Other responses are:

- Always wear one (10 mentions)
- Always wear one while sporting/in water or swimming
- Big boat with very deep hull/low overboard risk
- Boat not moving
- Cabin cruiser
- Calm weather conditions not likely to need it
- Can’t fall out of my boat
- Conditions do not warrant at the time
- Conditions wind KTS at night
- Docking
- Don’t have reasons not to wear a life jacket
- Don’t know
- Don’t want to
- Don’t wear it in boats
- Erie Canal is shallow and calm
- Fishing on a bay boat
- Gets in the way
- Getting off the boat
- Good swimmer
- Habit of taking one off when motor isn’t running
- Have jacket nearby - by law
- Heat
- Heat, strong swimmer, cruise only
- Heat, uncomfortable
- Here to get sun as well
- Hot (3 mentions)
- Hot outside
- Hot weather
- Hot when fishing
- I am usually in the boat and not going fast
- I do when I’m out on a boat
- I don’t have one handy
- I don’t think it’s necessary when boating
- I have large boat
- I don’t have to
- I keep it within reach when underway
- I never feel unsafe
- I only need it when weather is bad
- I wear it when needed
- I wear life jacket
- I will if needed
- I work hard on my tan and don’t want it ruined
- If it is real hot
- If not needed by current conditions on larger sailboat (life jacket is nearby and accessible)
- If the boat sinks, my feet won’t get wet
- If water is safe and I have a partner
- I’m a calculated risk taker
- I’m floating
- It gets hot
- It’s also dangerous (2 mentions)
- It’s hot when not in motion
- Just don’t
- Just don’t put it on
- Just don’t, wear it on plane
- Just only when sitting in one place
- Large boat
- Large cabin cruiser
- Light air in cockpit - little chance of going over
- Light wind
- Light wind only
- May not have one
- My boat won’t turn over
- My ops multi-pax
- Need to buy kayak/boater vest
- No reason I must wear it
- No reason not to wear one
- No reason stated
- No reason you need one
- None (4 mentions)
- Not on waters
- Not required by boat owner
- Not required for conditions
- Not required to boat
- Not sure
- Of age
- On this boat I can get to shore
- One on board use if needed
- Only if I need to
- Only when not available
- Only while being pulled by boat
- Operate from inside of the cabin
- Pontoon won’t sink easily
- Pontoon – especially when we are sitting down
• Provides a means to become complacent about being safe in the boat
• Really, really, really too, too, too hot and no wind
• Reason not given
• Secure on boat unless conditions are rough
• Skipper—yes I feel safe. (Yes, I know would if’s can happen)

• Stupid/Bulky
• Suntan
• Swimming
• Tanning lines
• They can be hot!
• Too tan
• We have lifelines and haven’t had anyone fall overboard in many conditions
• Too hot (2 mentions)

• Too warm
• Wear life vest
• Wear one when conditions dictate
• Wear one when required
• When addressing the boat
• When I’m just sitting on the boat
• When near shore
• When required
• When very near shore
• You can’t fall off my boat

Has signing the Wear It! pledge card changed your approach to boating safety in any way?

• Sometime when needed
Which of the following, if any, do you think would convince you to wear a life jacket more often? Other responses are:

- Already wear one
- Always wear one (7 mentions)
- Always wear in water
- Always wear life jacket when boating
- Colder weather
- Common sense (2 mentions)
- Depends on boat
- Don't need convincing
- Don't want law for adults, but for children
- I do wear a life jacket depending on what vessel I am in
- I have all of these—but believe these reasons would encourage others to wear life jackets more frequently
- I use them now
- I wear one when conditions dictate
- I will not
- I will still only wear when I need to
- I worry the comfortable ones won't really self-inflate if I'm unconscious; probably I'm dumb
- If I didn't swim as well or as a child
- If I only sail in bad weather
- If I wore on an unseaworthy vessel
- If it was not so hot
- If the self-inflating didn’t go off in heavy seas on bow
- If they dried faster
- If they were not bulky
- Illegible

- It is mere weenie-ism
- It's a personal choice
- I've gained weight so my life jacket doesn't fit well
- Like helmets, they should be optional
- Listening to true stories where jackets saved lives
- More comfortable
- My age 65+
- My skipper required it
- No thanks
- One that wouldn't ruin my tan
- Shorthanded
- Show images of aftermath of drowning
- Show some dead drowned bodies
- Single-handed sailing
- Speed
- Speed limits don't stop speeders
- Terrible weather
- That didn't make me hot
- Type 5 ownership
- Water conditions-rough
- Wear one as needed
- Wear orange only!!
- Weather conditions or foredeck work
- When outside the boat (skiing)