



Safe Boating Campaign
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Annual Awareness Survey

Updated October 1, 2018

Commissioned by National Safe Boating Council
Conducted by WHP Research

BACKGROUND

The National Safe Boating Council (NSBC) is a catalyst for recreational boating safety and promoting a safe boating experience through educational programs, resources, tools, creative messages, and instructor training. NSBC's Safe Boating Campaign is an annual boating safety campaign that promotes responsible boating and the value of voluntary life jacket wear by recreational boaters. The Wear It tagline, now in its 12th year, continues to be incorporated into NSBC's Safe Boating Campaign.

RESEARCH OBJECTIVES

NSBC would like to gain insights that might be helpful in improving the Safe Boating Campaign and provide better understanding of the attitudes and behaviors regarding life jacket wear. Specifically, the research objectives are to:

- Collect self-reported life jacket wear
- Determine reasons for wearing or not wearing a life jacket
- Understand boaters' attitudes toward safety
- Gain reactions to ideas that might convince boaters to increase wear of life jackets
- Measure awareness of the new Safe Boating Campaign image

In addition to gaining the above knowledge, through the data collection outreach effects and surveying, NSBC also will be promoting safe boating and building awareness of the Safe Boating Campaign and new image.

METHODOLOGY

A hybrid research approach was undertaken:

- 1) A quantitative online survey
- 2) Follow-up qualitative phone interviews

For the quantitative phase, WHP Research with input from NSBC designed and programmed an online survey, which is a departure from the prior years' on-site intercept data collection approach. Although the questions are similar to prior years, given the change in methodology, comparisons are only made to 2016. Note that in 2017, research was undertaken with grassroots funding recipients in lieu of the survey among boaters. This year's research results ought to be considered a "bridge" year.



To qualify for the survey, an individual must have participated in a recreational boating activity during the 2016, 2017 or 2018 boating season (excluding commercial boats) and must be 18 years of age or older. NSBC communicated and promoted the survey through emails, social media and partner outreach. To encourage participation, respondents providing contact information would have a chance to win a NSBC gift box.

A total of 2,245 surveys were completed between June 4 and September 4, 2018, taking a participant an average of 6 minutes.

- 2,985 entered the survey
- 2,537 qualified to participate and started the survey
- 2,245 completed the survey (88% completion rate among those who qualified)

Participants are from Canada and every U.S. state, except for North Dakota. See Appendix A for number of surveys completed by state.

For the qualitative phase, WHP Research recruited, scheduled and moderated four phone interviews, each lasting about 20-25 minutes, with boaters who wear their life jackets “rarely” or “sometimes” and expressed interest in participating in an interview at the end of the online survey. These individuals received a personalized NSBC gift item as a thank you for their time. See Appendix B for the qualitative results summary.

EXECUTIVE SUMMARY

The Safe Boating Campaign, promoted by the Wear It tagline, continues to have a **positive impact** on boaters’ **behavior** regarding safety.

- Those aware of the campaign and/or image are significantly more likely to wear life jackets “always or most of the time” compared to those unaware.

Including the **Life Jacket Pledge** within the survey increased awareness about safe boating practices.

- Among those not aware of the campaign/image, more than six out of ten (61 percent) said they would sign the pledge.
- About eight out of ten (79 percent) of those aware of the campaign/image would sign the pledge.

The Safe Boating Campaign also continues to have a positive impact on boaters’ **behaviors and attitudes** regarding safety.

- Significantly more boaters who are aware of the campaign/image 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.”

Barriers to life jacket wear are uncomfortable jackets, no laws requiring wear, and forgetting or not thinking about wearing one.

Motivators to increase life jacket wear among those who wear them “rarely or never” are a law requiring boaters to wear life jackets, having life jackets that are more comfortable or less bulky, and having life jackets that are easy to use/wear.

KEY FINDINGS



- **Those aware of the Safe Boating Campaign and/or recognize the image** are significantly more likely than those who are unaware to:
 - Wear their life jackets “always or most of the time.”
 - Indicate that they would sign the Life Jacket Pledge (79 percent who are aware of image versus 61 percent who are not aware).
 - Wear their life jackets because they “feel safest when wearing a life jacket/it’s a safe practice”; “have heard of situations where a life jacket has saved a life”; “know someone who was in a boating accident”; and “signed a pledge to wear a life jacket.”
 - Agree with the statements: “I believe drowning fatalities related to boating accidents would be dramatically reduced if more people wore life jackets”; “I worry about other boaters and their unsafe practices”; “It is important for me as a boater to encourage others to wear life jackets at all times when boating or fishing”; “I believe the Life Jacket Pledge is an effective way to increase use of life jackets”; and “I have been involved in a situation this boating season where a life jacket was useful or needed.”
 - Be aware of the life jacket law in their state (90 percent who are aware of image versus 75 percent who are not aware).
- **The top two barriers to using life jackets** are “I am not required to wear one by law” (especially among boaters not using a personal watercraft or manual boat) and “a life jacket is uncomfortable” (especially among those using a personal watercraft or manually propelled vessel). Participants explain that life jackets are too hot, bulky, interfere with their activities, they boat in calm or low water or weather 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:
 - Be aware of the Safe Boating Campaign and recognize the image.
 - Indicate they would sign a Life Jacket Pledge (91 percent versus 61 percent of “sometimes” and 36 percent of “rarely/never” wear life jackets).
 - Wear their life jackets because they “feel safest when wearing a life jacket/it’s a safe practice” (82 percent) and “have heard of situations where a life jacket has saved a life” (38 percent).
 - Be least likely than other boaters 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 (28 percent versus 80 percent of “sometimes” and 82 percent of “rarely/never” wear life jackets).
 - Agree with the statements: “I believe drowning fatalities related to boating accidents would be dramatically reduced if more people wore life jackets”; “It is important for me as a boater to encourage others to wear life jackets at all times when boating or fishing”; “I believe the Life Jacket Pledge is an effective way to increase use of life jackets”; and “I have been involved in a situation this boating season where a life jacket was useful or needed.”
- Having more comfortable or less bulky life jackets and/or a law requiring boaters to wear life jackets would **motivate more boaters to wear life jackets more often**. In addition, some participants said having a life jacket that was easy to use/wear would convince them to wear their life jackets more often.
 - Almost all boat owners own life jackets. Four out of ten (41 percent) of them own inflatable life jackets.



- Among those not owning a boat, 67 percent own a buoyant and/or inflatable life jacket.
- One-fourth of personal watercraft/manual boaters also said that being in “a boating accident where the wear of a life jacket saved my life or the life of someone else” is also a motivator.
 - Among all participants, 14 percent (327 boaters) said that being in “a boating accident where the wear of a life jacket saved my life or the life of someone else” is a motivator.
- For a new item this year, “I have been involved in a situation where a life jacket was useful or needed,” 35 percent of all participants (817 boaters) strongly agreed.

When comparing results to 2016, given the change in methodology, it is unclear if some of these changes could be attributed to campaign efforts. The following differences are noted:

- Awareness levels of the Safe Boating Campaign, promoted by the Wear It tagline, are significantly higher (38 percent in 2016 versus 46 percent in 2018).
- Awareness levels of the image are also higher, with 60 percent recognizing the image this year versus 48 percent in 2016.
- This year’s participants are more likely to sign a Life Jacket Pledge (71 percent versus 64 percent in 2016).
- This year’s participants are more divided in their life jacket wear, with significantly more participants saying that they “always or most of the time” wear life jackets than in 2016 and significantly more indicating that they “rarely or never” wear life jackets than in 2016 (especially among those using a boat that is not a personal watercraft or manually propelled vessel).
- Agreement with many “reasons for wearing life jackets” statements has increased significantly this year versus 2016, most notably on “I feel safest when wearing a life jacket/it’s a safe practice” and “I have heard of situations where a life jacket has saved a life.”
- Agreement with the “reasons for not wearing life jacket” statement: “I am not required to wear one by law” increased significantly, from 28 percent in 2016 to 41 percent in 2018.
- Three attitudinal statements increased this year: “I try to boat safely and responsibly at all times”; “I worry about other boaters and their unsafe practices”; and “It is important for me as a boater to encourage others to wear life jackets at all times when boating or fishing.”
- Two attitudinal statements decreased: “I believe the Life Jacket Pledge is an effective way to increase use of life jackets” and “I am a very strong swimmer.”
- Many of the reasons that would convince boaters to wear life jackets more often increased from 2016 to 2018, but a few also decreased, including “Hearing or seeing reminders to wear a life jacket” and “Being educated on boat safety and the use of life jackets.”
- More participants in the 2018 survey were significantly more likely than 2016 participants to have most recently used an open motor boat or cabin motor boat and a human propelled vessel, but they were significantly less likely to have used a fishing boat, sail boat or personal watercraft.
- Ownership of inflatables increased from 2016, with 29 percent owning an inflatable in 2016 versus 37 percent in 2018.
- The participants in 2018 skew older, with only seven percent under 35 years versus 30 percent under 35 years in 2016.

DETAILED FINDINGS



Awareness of Safe Boating Campaign

Almost one-half of participants (46 percent) are aware of the Safe Boating Campaign, which is significantly higher than awareness among participants intercepted in 2016. Similar to 2016, 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.

Aware of Safe Boating Campaign promoted by the Wear It Tagline

	Total		2016 Wear Life Jacket			2018 Wear Life Jacket		
	2016	2018	Always/Most	Sometimes	Rarely/Never	Always/Most	Sometimes	Rarely/Never
	(1253)	(2433)	(657)	(303)	(293)	(1373)	(409)	(651)
Number answering:	%	%	%	%	%	%	%	%
Yes	38	46	45	35	24	52	47	32
No	54	43*	44	58	71	35*	45*	59*
Not sure	8	11	11	7	5	13	8	10*

- = 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 2016 for respective number(s)
- * = Significantly lower when compared to 2016 for respective number(s)

As would be expected, participants who work in the boating industry are significantly more likely to be aware of the Safe Boating Campaign, which is promoted by the Wear It tagline, than others (83 percent versus 35 percent, respectively).

Recognize Image

Six out of ten 2018 participants recognize the image, which is significantly higher than in 2016 (60 percent versus 48 percent, respectively). Those wearing their life jackets “always” are significantly more likely to recognize the image than other boaters. Those wearing their life jackets “sometimes” are significantly more likely to recognize the image than boaters who wear their life jackets “rarely or never.”

Recognize Image

	Total		2016 Wear Life Jacket			2018 Wear Life Jacket		
	2016	2018	Always/Most	Sometimes	Rarely/Never	Always/Most	Sometimes	Rarely/Never
	(1237)	(2427)	(646)	(301)	(290)	(1369)	(408)	(650)
Number answering:	%	%	%	%	%	%	%	%
Yes	48	60	55	48	34	69	57	42
No	46	36*	37	48	62	27*	38*	54*
Not sure	6	5	8	4	4	5*	4	5

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As would be expected, participants who work in the boating industry are significantly more likely to recognize the life jacket image than others (90 percent versus 51 percent, respectively).

Likelihood of Signing Life Jacket Pledge

Boaters were asked to reach the Life Jacket Pledge and asked how likely they would be to sign this pledge:

I will always boat responsibly by:

- *Wearing my life jacket and ensuring that everyone on board wears their life jacket;*
- *Remaining sober and alert - remembering that the use of alcohol contributes to accidents on the water;*
- *Staying in control of my craft and respecting the right of others enjoying the waterways;*
- *Knowing and obeying navigation rules, operating at a safe speed, and maintaining a proper lookout.*

Seven out of ten boaters (71 percent) are likely to sign the pledge, with more than one-half (54 percent) “very likely” to sign, a significant increase from two years ago. Those using a personal watercraft (PWC) or manual propelled vessel (83 percent), those aware of the image (79 percent), and boaters who wear life jackets “always” (93 percent) are significantly more likely than other boaters to sign the pledge.

Likelihood of Signing Life Jacket Pledge

	Total		Type of Boat		Aware of Image		Wear Life Jacket		
	2016	2018	PWC/Manual	Others	Yes	No/Unsure	Always/Most	Sometimes	Rarely/Never
Number answering:	(1225)	(2384)	(640)	(1744)	(1428)	(887)	(1354)	(402)	(628)
	%	%	%	%	%	%	%	%	%
Top Two Boxes	64	71	83	67	79	61	91	61	36
Very likely	42	54	68	48	64	39	79	29	16
Somewhat likely	22	18*	14	19	15	22	12	32	21
Neutral	23	17*	11	19	14	22	7	27	32
Bottom Two Boxes	13	12	7	14	8	17	2	13	32
Somewhat unlikely	6	6	3	7	4	8	0	8	16
Very unlikely	7	6	4	7	4	9	2	5	16

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Participants who work in the boating industry are significantly more likely to sign the Life Jacket pledge than others (79 percent versus 70 percent, respectively).

Life Jacket Wear

More than one-half of participants (56 percent) wear life jackets “always or most of the time,” which is significantly higher than in 2016. The number of boaters who wear life jackets “rarely or never” (27



percent) is also significantly higher than in 2016. Among those aware of the image, 65 percent indicate that they wear their life jacket “always or most of the time” versus 43 percent who are not aware of the image.

Life Jacket Wear

	Total		2016 Aware of Campaign/Image		2018 Aware of Image	
	2016	2018	Yes	No/Unsure	Yes	No/Unsure
	<i>(1253)</i>	<i>(2522)</i>	<i>(647)</i>	<i>(593)</i>	<i>(1447)</i>	<i>(908)</i>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Top Two Boxes	52	56	60	45	65	43
Always	36	41	40	31	50	30
Most of the time	17	15	20	14	15*	13
Sometimes	24	17*	24	25	16*	18*
Bottom Two Boxes	23	27	17	30	19	39
Rarely	17	18	12	22	12	26
Never	7	9	5	8	6	13

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Among those who would be “very likely” to sign the pledge, 83 percent indicate that they wear their life jacket “always or most of the time.” The remaining 17 percent who are “very likely” to sign the pledge wear their life jackets “sometimes, rarely or never.”

Life Jacket Wear

	2016		2018	
	Very Likely To Sign	All Others	Very Likely To Sign	All Others
	<i>(516)</i>	<i>(709)</i>	<i>(1281)</i>	<i>(1103)</i>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Top Two Boxes	76	35	83	26*
Always	56	20	67	14*
Most of the time	19	15	17	12
Sometimes	15	31	9*	26*
Bottom Two Boxes	10	33	8	48
Rarely	7	24	5	32
Never	3	10	3	16

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* = Significantly lower when compared to 2016 for respective number(s)

Similar to 2016, those using a personal watercraft (PWC) or manually propelled vessel are significantly more likely to wear life jackets “always or most of the time” (83 percent) versus those using other boats (47 percent). For some PWC/manual boaters, life jacket wear is required.



Life Jacket Wear

	2016		2018	
	Type of Boat		Type of Boat	
	PWC/Manual	Others	PWC/Manual	Others
<i>Number answering:</i>	(402)	(851)	(661)	(1861)
	%	%	%	%
Top Two Boxes	74	42	83	47
Always	62	23	71	31
Most of the time	12	19	12	16
Sometimes	12	30	8*	20*
Bottom Two Boxes	14	28	8*	33
Rarely	10	20	5*	22
Never	4	8	3	11

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Those who do not own boats and boaters who work in the industry are significantly more likely to wear life jackets than their counterparts. Having children does not impact life jacket wear.

Life Jacket Wear

	Children <18 Years		Own Boat		Work in Industry	
	Yes	No	Yes	No	Yes	No
<i>Number answering:</i>	(551)	(1699)	(1754)	(512)	(533)	(1712)
	%	%	%	%	%	%
Top Two Boxes	57	59	56	66	74	53
Always	40	45	41	52	62	38
Most of the time	16	14	15	13	12	15
Sometimes	17	16	17	14	14	17
Bottom Two Boxes	27	25	27	20	12	29
Rarely	17	17	18	13	9	20
Never	10	8	8	8	4	10

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Reasons for Wearing Life Jackets

"I feel safest when wearing a life jacket/it's a safe practice" (57 percent) and "I wear a life jacket when conditions or weather are bad or expected to worsen" (48 percent) are most



often selected as reasons for wearing a life jacket, which are both significantly higher scores than 2016.

Those aware of the campaign image are significantly more likely to **“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 image.

Reasons for Wearing Life Jackets

			2016		2018	
	2016	2018	Aware of Campaign/Image		Aware of Image	
	(1151)	(2260)	Yes (603)	No/Unsure (537)	Yes (1355)	No/Unsure (789)
	%	%	%	%	%	%
I feel safest when wearing a life jacket/it’s a safe practice	48	57	53	42	63	48
I wear a life jacket when conditions or weather are bad or expected to worsen	44	48	39	49	45	53
I have heard of situations where a life jacket has saved a life	19	29	21	16	33	22
I am required to wear a life jacket by law	22	23	21	23	24	21
I am not a good swimmer or do not know how to swim	7	9	6	7	9	8
I wear a life jacket because I know someone who was in a boating accident	NA	9	NA	NA	12	4
I signed a pledge to wear a life jacket	2	7	3	1	9	3
Other reasons	8	14	8	9	16	11

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* = Significantly lower when compared to 2016 for respective number(s)

Those who indicate that they would be “very likely to sign” the Life Jacket Pledge are significantly more likely to indicate that they **“feel safest when wearing a life jacket/it’s a safe practice”** (77 percent versus 32 percent for all others). Those who are less likely or unlikely to sign the pledge are most likely to select **“I wear a life jacket when conditions or weather are bad or expected to worsen”** as their primary reason for wearing a life jacket (69 percent).



Reasons for Wearing Life Jackets

	2016		2018	
	Very Likely To Sign	All Others	Very Likely To Sign	All Others
<i>Number answering and excludes those who say "never wear":</i>	(493)	(634)	(1248)	(927)
	%	%	%	%
I feel safest when wearing a life jacket/it's a safe practice	64	35	77	32
I wear a life jacket when conditions or weather are bad or expected to worsen	29	55	32	69
I have heard of situations where a life jacket has saved a life	24	15	37	18
I am required to wear a life jacket by law	28	18	28	15
I am not a good swimmer or do not know how to swim	8	5	11	6
I wear a life jacket because I know someone who was in a boating accident	NA	NA	13	5
I signed a pledge to wear a life jacket	4	0	12	0
Other reasons	8	9	15	15

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Among those who "always or most of the time" wear a life jacket when boating, their primary reason for doing so is they "**feel safest when wearing a life jacket/it's a safe practice**" (82 percent). Among those wearing life jackets "sometimes or rarely," their primary reason to wear a life jacket is "**when conditions or weather is bad or expected to worsen.**"

Reasons for Wearing Life Jackets

	2016			2018		
	Always/Most	Sometimes	Rarely	Always/Most	Sometimes	Rarely
<i>Number answering and excludes those who say "never wear":</i>	(648)	(300)	(203)	(1402)	(423)	(435)
	%	%	%	%	%	%
I feel safest when wearing a life jacket/it's a safe practice	71	24	7	82	26	9
I wear a life jacket when conditions or weather is bad or expected to worsen	20	71	79	28	80	82
I have heard of situations where a life jacket has saved a life	23	19	6	38	20	7
I am required to wear a life jacket by law	32	9	10	29	13	12
I am not a good swimmer or do not know how to swim	9	5	2	11	7	4
I wear a life jacket because I know someone who was in a boating accident	NA	NA	NA	13	4	2
I signed a pledge to wear a life jacket	3	1	0	10	1	0
Other reasons	6	11	12	15	16	11

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Personal watercraft/manually propelled boaters are significantly more likely to wear a life jacket because they **“feel safest when wearing a life jacket/it’s a safe practice”** (78 percent) than other boaters (49 percent). Boaters on other vessels are significantly more likely (55 percent) than personal watercraft/manually propelled boaters (31 percent) to indicate that they **“wear a life jacket when conditions or weather is bad or expected to worsen as a primary reason.”**

Reasons for Wearing Life Jackets

	<u>Total</u>	<u>Type of Boat</u>	
		<u>PWC/Manual</u>	<u>Others</u>
<i>Number answering (excludes "never wear"):</i>	(2260)	(637)	(1623)
	<u>%</u>	<u>%</u>	<u>%</u>
I feel safest when wearing a life jacket / it's a safe practice	57	78	49
I wear a life jacket when conditions or weather are bad or expected to worsen	48	31	55
I have heard of situations where a life jacket has saved a life	29	39	25
I am required to wear a life jacket by law	23	34	18
I am not a good swimmer or do not know how to swim	9	7	9
I wear a life jacket because I know someone who was in a boating accident	9	13	7
I signed a pledge to wear a life jacket	7	9	6
Other reasons	14	16	14

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

Some of the “other reasons” for wearing life jackets are:

- “I teach boating safety and want to set a good example.”
- “Habit. I sail by myself a lot.”
- “Set an example for youngsters who must wear them and often don’t like it.”
- “Tournament requirements”
- “Wife and I made agreement to always wear it.”

See Appendix C for full list of comments.

Reasons for Not Wearing Life Jackets

“I am not required to wear one by law” is most often selected as the reason for not wearing a life jacket (41 percent). In 2016, the primary reason was **“a life jacket is uncomfortable”** (45 percent versus 32 percent this year).

Those who wear a life jacket “most of the time” are most likely to indicate **“a life jacket is uncomfortable”** (24 percent) or they **“forget to wear it or just don’t think about wearing one”** (23 percent).



Reasons for Not Wearing Life Jackets

			2018		
	2016	2018	Wear Life Jacket		
			Most of time	Sometimes	Rarely/Never
<i>Number answering and excludes those who say "always wear":</i>	(774)	(1424)	(357)	(414)	(653)
	%	%	%	%	%
I am not required to wear one by law	28	41	18	36	58
A life jacket is uncomfortable	45	32*	24	37	34
I forget to wear it or just don't think about wearing one	26	20*	23	23	15
I don't need to wear a life jacket because I'm a strong swimmer	14	7*	3	7	10
I'm not asked to wear a life jacket by the boat owner or someone else	9	7	6	5	8
A life jacket is not stylish or "cool"	4	2	1	2	3
I don't want to spend money on a life jacket or can't afford one	2	1	0	0	1
Other reasons	16	19	29	19	15

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Personal watercraft/manually propelled boaters are significantly more likely to not wear a life jacket because **"a life jacket is uncomfortable"** (42 percent) than other boaters (31 percent). Boaters on other vessels are significantly more likely (44 percent) than personal watercraft/manually propelled boaters (26 percent) to not wear a life jacket because **"I am not required to wear one by law."**

Reasons for Not Wearing Life Jackets

	Type of Boat	
	PWC/Manual	Others
<i>Number answering (excludes "always wear"):</i>	(186)	(1238)
	%	%
A life jacket is uncomfortable	42	31
I am not required to wear one by law	26	44
I forget to wear it or just don't think about wearing one	14	20
I don't need to wear a life jacket because I'm a strong swimmer	8	7
I'm not asked to wear a life jacket by the boat owner or someone else	6	7
A life jacket is not stylish or "cool"	1	2
I don't want to spend money on a life jacket or can't afford one	2	0
Other reasons	25	19

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



Some of the “other reasons” for not wearing life jackets are:

- “A life jacket interferes with my fishing activities.”
- “I always make sure my life jacket is in close reach.”
- “Not required because of size of my boat.”
- “Shallow water, less than 2 feet deep.”
- “Too hot”

See Appendix C for full list of comments.

Boating Safety Attitudes

Almost all participants (99 percent) agree with the statement, “**I try to boat safely and responsibly at all times.**”

The statements with the least agreement are “**I have been involved in a situation this boating season where a life jacket was useful or needed**” (50 percent, but still a high number) and “**I am a very strong swimmer**” (64 percent).

Compared to 2016, many significant changes are noted, especially with a decline on “**I believe the Life Jacket Pledge is an effective way to increase use of life jackets**” (from 79 percent in 2016 to 66 percent in 2018).

Those aware of the campaign image were significantly more likely to agree with most statements than those unaware.

Boating Safety Attitudes (% Strongly Agree/Agree Somewhat)

	2016				2018	
			Aware of Campaign/Image		Aware of Image	
	2016 (1253)	2018 (2315)	Yes (647)	No/Unsure (593)	Yes (1398)	No/Unsure (848)
	%	%	%	%	%	%
I try to boat safely and responsibly at all times	96	99	97	96	99	98
I believe drowning fatalities related to boating accidents would be dramatically reduced if more people wore life jackets	91	92	93	89	95	87
I worry about other boaters and their unsafe practices	86	91	89	83	94	85
It is important for me as a boater to encourage others to wear life jackets at all times when boating or fishing	68	74	76	60	83	62
I believe the Life Jacket Pledge is an effective way to increase use of life jackets	79	66*	86	71	73*	56*
I am a very strong swimmer	69	64*	71	68	63*	64
I have been involved in a situation this boating season where a life jacket was useful or needed	NA	50	NA	NA	56	40

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

 = Significantly higher when compared to 2016 for respective number(s)

* = Significantly lower when compared to 2016 for respective number(s)



Safe boating practices are also higher among those wearing their life jackets more often than those who are not, consistent with results from 2016.

Boating Safety Attitudes (% Strongly Agree/Agree Somewhat)

	2016			2018		
	Wear Life Jacket			Wear Life Jacket		
	Always/Most	Sometimes	Rarely/Never	Always/Most	Sometimes	Rarely/Never
<i>Total sample size:</i>	(657)	(303)	(293)	(1338)	(389)	(588)
	%	%	%	%	%	%
I try to boat safely and responsibly at all times	98	94	95	99	98	98
I believe drowning fatalities related to boating accidents would be dramatically reduced if more people wore life jackets	96	90	81	98	92	79
I worry about other boaters and their unsafe practices	88	87	82	93	90	85
It is important for me as a boater to encourage others to wear life jackets at all times when boating or fishing	87	60	34	94	63	37
I believe the Life Jacket Pledge is an effective way to increase use of life jackets	85	78	66	78*	61*	43*
I am a very strong swimmer	68	67	76	61*	65	68*
I have been involved in a situation this boating season where a life jacket was useful or needed	NA	NA	NA	58	46	32

- = 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 2016 for respective number(s)
- * = Significantly lower when compared to 2016 for respective number(s)

Ways to Motivate Boaters to Wear Life Jackets

Having “**a life jacket that was more comfortable or less bulky**” (50 percent) or “**a law requiring boaters to wear life jackets**” (49 percent) would motivate some boaters to wear life jackets. These two reasons continue to remain as the top motivators to wear life jackets. This year having “**a life jacket that was easy to use/wear**” gained in importance (26 percent in 2016 to 37 percent in 2018), while two other reasons declined: “**hearing or seeing reminders to wear a life jacket**” and “**being educated on boat safety and the use of life jackets.**”



Motivators to Wear Life Jackets

	Total		2016 Type of Boat		2018 Type of Boat	
	2016 (808)	2018 (1283)	PWC/Manual (154)	Others (654)	PWC/Manual (170)	Others (1113)
	%	%	%	%	%	%
Number answering (excludes "always wear"):						
If I had a life jacket that was more comfortable or less bulky	44	50	49	43	61	48
A law requiring boaters to wear life jackets	42	49	37	43	41	50
If I had a life jacket that was easy to use/wear	26	37	32	25	38	37
I was in a boating accident where the wear of a life jacket saved my life or the life of someone else	15	19	16	14	25	18
Hearing or seeing reminders to wear a life jacket	29	14*	28	30	19	13*
Being educated on boat safety and the use of life jackets	23	12*	27	22	15*	12*
Signing a pledge card agreeing to wear a life jacket	8	11	10	7	14	11
If life jackets were provided for free	13	11	23	11	18	9
If I had a life jacket that was more stylish	7	6	12	6	6	6
Seeing well-known celebrities or athletes wearing life jackets when boating	7	3*	8	6	5	3*
Other responses	5	9	3	6	6	9

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

= Significantly higher when compared to 2016 for respective number(s)

* = Significantly lower when compared to 2016 for respective number(s)

Among those who wear a life jacket "most of the time or sometimes," having "a life jacket that was more comfortable or less bulky" (45 percent) is the greatest motivator. Among those who wear a life jacket "rarely or never," having "a law requiring boaters to wear life jackets" would be the biggest motivator.



Motivators to Wear Life Jackets

	2016 Wear Life Jacket			2018 Wear Life Jacket		
	Most (212)	Sometimes (303)	Rarely/Never (293)	Most (335)	Sometimes (376)	Rarely/Never (572)
Number answering (excludes "always wear"):	%	%	%	%	%	%
If I had a life jacket that was more comfortable or less bulky	35	50	44	45	56	48
A law requiring boaters to wear life jackets	43	40	44	39	47	56
If I had a life jacket that was easy to use/wear	27	30	22	37	40	35
I was in a boating accident where the wear of a life jacket saved my life or the life of someone else	12	17	15	19	21	18
Hearing or seeing reminders to wear a life jacket	40	34	17	22*	16*	9*
Being educated on boat safety and the use of life jackets	36	22	15	23*	11*	6*
Signing a pledge card agreeing to wear a life jacket	10	9	6	19	11	7
If life jackets were provided for free	21	12	10	13*	9	10
If I had a life jacket that was more stylish	5	8	8	7	7	6
Seeing well-known celebrities or athletes wearing life jackets when boating	15	5	2	7*	2*	2
Other responses	3	5	7	7	9	10

- = 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 2016 for respective number(s)
- * = Significantly lower when compared to 2016 for respective number(s)

Boaters mention the following aspects which might convince them or others to wear a life jacket more often:

- "Enforcement of laws requiring life jackets to be worn."
- "I do think peer pressure will be greatest tool: images, sports figures, industry need to show people wearing life jackets (like ski, bike, horseback riding now wear more often than not)."
- "If there was a 'cooling' life jacket. I overheat very easily."
- "Less expensive CO2 cartridge life vest."
- "Seeing real statistics on how many lives were or could have been saved by wearing life jackets... campaign like seat belts!"
- "Every one of the above ideas sound effective at convincing others."

See Appendix C for full list of comments.

Participant Profile: Boating

Frequency of Boating



One-half of the participants are boating about as often as in prior years, with more boaters indicating more often (28 percent) than less often (21 percent).

Frequency of Boating

	Total	
	2016	2018
Number answering:	(1229)	(2266)
	%	%
More often	35	28*
About as often	47	50
Less often	19	21

* = Significantly lower when compared to 2016 for respective number(s)

Type of Boat Used / Owned

This year's participants are most likely to own a motor boat, human propelled vessel and/or fishing boat.

Compared to 2016, this year's participants have most recently used a motor boat (45 percent versus 32 percent in 2016) or human propelled vessel (22 percent versus 10 percent in 2016). They are less likely to have used other types of boats.

Boat Most Recently Used

Type of Boat(s) Owned

	Total		2018 (1746)
	2016 (1253)	2018 (2537)	
Number answering:			
	%	%	%
Open Motor Boat or Cabin Motor Boat	32	45	49
Fishing boat (not commercial)	31	24*	31
Human Propelled Vessel (canoe, row boat, kayak, paddle board)	10	22	43
Sail Boat	18	6*	9
Personal Watercraft (jet ski, wave runner)	10	4*	8

= Significantly higher when compared to 2016 for respective number(s)

* = Significantly lower when compared to 2016 for respective number(s)

See Appendix C for list of other type of boat(s) owned.



Life Jacket Ownership

More than nine out of ten participants (92 percent) own a life jacket, similar to 2016 (91 percent). About one-third of participants own both inherently buoyant and inflatable life jackets, an increase from 23 percent in 2016. Those with other boats (not PWC/manual boats), who are aware of image, and own boats are significantly more likely to have both types of life jackets than their counterparts. Two-thirds of those not owning a boat (67 percent) do own life jackets.

	Total		Type of Boat		Aware of Image		Own Boat	
	2016	2018	PWC/Manual	Others	Yes	No/Unsure	Yes	No
<i>Number answering:</i>	(1223)	(2252)	(618)	(1634)	(1364)	(823)	(1742)	(510)
	%	%	%	%	%	%	%	%
Inherently buoyant life jackets	62	55*	67	50	48	66	59	42
Inflatable life jackets	6	4	2	5	5	4	4	5
Both types	23	33	22	37	41	19	37	20
Do not own a life jacket	9	8	8	8	6	11	1	33

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

= Significantly higher when compared to 2016 for respective number(s)

* = Significantly lower when compared to 2016 for respective number(s)

Aware of Life Jacket Law

Most participants (85 percent) indicate that they are aware of the life jacket law in their state. Those aware of the Safe Boating Campaign image have significantly higher awareness than those who are not familiar with the image.

	Total	Aware of Image		Wear Life Jacket			Type of Boat	
		Yes	No/Unsure	Always/Most	Sometimes	Rarely/Never	PWC/Manual	Others
<i>Number answering:</i>	(2250)	(1362)	(823)	(1309)	(371)	(570)	(618)	(1632)
	%	%	%	%	%	%	%	%
Yes	85	90	75	85	84	85	79	87
No	7	4	12	6	8	8	9	7
Unsure	8	6	12	8	9	7	13	6

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

Participants with children under 18 years old (88 percent), those who own a boat (89 percent), and those who work in the boating industry (96 percent) are significantly more likely to be aware of the life jacket law in their state versus their counterparts.



Aware of Life Jacket Law in State

	Children <18 Years		Own Boat		Work in Industry	
	Yes	No	Yes	No	Yes	No
Number answering:	(551)	(1632)	(1740)	(510)	(533)	(1712)
	%	%	%	%	%	%
Yes	88	84	89	72	96	81
No	6	8	5	14	2	9
Unsure	6	9	6	14	3	10

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

Work in Boating Industry

One-fourth (24 percent) of the participants work in the boating industry or are a boating educator.

Participant Profile: Demographics

Gender

Consistent with prior years, about two-thirds of boating participants are male.

	Total	Aware of Image		Wear Life Jacket		
		Yes	No/Unsure	Always/Most	Sometimes	Rarely/Never
Number answering:	(2250)	(618)	(1632)	(1309)	(371)	(570)
	%	%	%	%	%	%
Male	65	67	62	63	66	68
Female	34	33	37	36	33	31
Prefer not to answer	1	1	1	1	1	1

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

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

Age

This year's survey has few participants that are under 35 years old, as shown below.



Age

	Total		Aware of Image		Wear Life Jacket			Type of Boat	
	2016	2018	Yes	No/Unsure	Always/Most	Sometimes	Rarely/Never	PWC/Manual	Others
<i>Number answering:</i>	(1235)	(2250)	(1362)	(823)	(1309)	(371)	(570)	(618)	(1632)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
18 to 24 years	11	1*	2	1	2	1	1	3	1
25 to 34	19	6*	7	5	6	5	6	10	5
35 to 44	18	13	13	13	11	17	14	16	12
45 to 54	20	23	21	25	22	18	28	26	22
55 to 64	19	34	32	38	33	35	36	29	36
65 years or older	13	23	26	18	26	25	14	16	25

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- = Significantly higher than lowest respective number at 95 percent confidence level
- = Significantly higher when compared to 2016 for respective number(s)
- * = Significantly lower when compared to 2016 for respective number(s)

Children

One-fourth of the participants have children under 18 years of age.

Children Under 18 Years of Age

	Total	Aware of Image		Wear Life Jacket			Type of Boat	
		Yes	No/Unsure	Always/Most	Sometimes	Rarely/Never	PWC/Manual	Others
<i>Number answering:</i>	(2250)	(1362)	(823)	(1309)	(371)	(570)	(618)	(1632)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes	24	24	24	24	25	26	26	24
No	76	76	76	76	75	74	74	76

States

Boaters from all states, except North Dakota, completed a survey. The states with the most participants are Florida, Ohio, New York, and Michigan.

See Appendix A for number of completed surveys by location.

Learned about Survey

Most participants (72 percent) learned about the survey from social media.



<i>Number answering:</i>	Total
	(2245)
	%
From social media (e.g., Facebook)	72
Received an email	17
From a website	5
Membership in the National Safe Boating Council (website, e-newsletter, phone call)	3
Other	3

See Appendix C for other ways that participants learned about the survey.



Appendix A

Number of Surveys by State

	Percent	#		Percent	#
Florida	13%	329	Delaware	1%	26
Ohio	10%	253	Canada	1%	25
New York	5%	131	Indiana	1%	24
Michigan	5%	117	Oklahoma	1%	22
Pennsylvania	4%	89	Alaska	1%	21
Massachusetts	3%	88	Mississippi	1%	18
South Carolina	3%	83	Rhode Island	1%	18
Texas	3%	79	Arkansas	1%	17
Georgia	3%	74	Idaho	1%	17
Wisconsin	3%	73	Nebraska	1%	16
Maryland	3%	72	Iowa	1%	15
North Carolina	3%	72	New Hampshire	1%	15
New Jersey	3%	70	Vermont	1%	13
California	3%	69	Arizona	0%	11
Virginia	3%	68	Colorado	0%	10
Tennessee	3%	67	Kansas	0%	8
Illinois	3%	64	Hawaii	0%	7
Washington	2%	56	West Virginia	0%	7
Oregon	2%	50	New Mexico	0%	6
Connecticut	2%	47	Montana	0%	5
Missouri	2%	43	Nevada	0%	5
Alabama	2%	42	South Dakota	0%	5
Kentucky	2%	42	Utah	0%	5
Louisiana	2%	42	Wyoming	0%	3
Minnesota	1%	37	District of Columbia	0%	2
Maine	1%	32	North Dakota	0%	0
Other	1%	27			



Appendix B

Follow-Up Telephone Interviews

WHP Research completed a research study among almost 3,000 boaters to gain insights that might be helpful in improving the Safe Boating Campaign and provide better understanding of the attitudes and behaviors regarding life jacket wear.

At the end of the online survey, boaters were asked about their interest in participating in a follow-up telephone interview. Four in-depth interviews were conducted with men and women from Kansas, Georgia, Massachusetts and Texas who own and/or last used a pontoon boat, walk-around, sail boat, house boat, fishing boat, human-propelled vessel and/or open motor boat. These boat owners, when they had completed the survey, had indicated that they wear their life jacket “sometimes” or “rarely.” Interviews lasted between 20 and 30 minutes.

Executive Summary

When boating, participants explain that they feel a range of emotions from relaxed and calm to excited and exhilarated. They are on the water most often with friend or family, but sometimes go alone. They boat at all times of the day and days of the week. The participants interviewed spend a minimum of 2 hours to up to 36 hours straight on the water. For the past few years, one boater has only been boating once or twice a season. Others are boating one to two times a month and up to twice a week. When asked what they like most about boating, they explained:

- *Other than being just on the water, the peacefulness, the sound of the wind. Every stress you have, leaves your body.*
- *Fishing: the challenge. Getting away from the crowds.*
- *I love boating! I'm a water person. It's a wonderful feeling, i.e. free of worries, free of cares.*

Participants recognize the safety reasons for using life jackets, especially when weather conditions warrant it (rough water, storm watch), when they are alone, dusk/night time, and/or when they are the only person awake on the boat.

- *I rarely wear [life jackets]. I'm not on the water a lot when [it's] rough. I tend not to go if storm warnings.*
- *When weather is rough I'll have it on or very close to me, depending on how rough it is. I know I should have one at arm's reach at all times and do for the most part.*
- *They are good to have in a case of an emergency. I will wear them if I'm the only person awake and away from shore.*
- *I believe in them. They save lives. At dusk, everyone puts them on and everyone knows that before we go out.*

Participants further explained that that others might wear life jackets for safety reasons, role modeling (i.e. everyone in family wearing them), inability to swim, fear of water, required by law, and increase in inflatable life jackets.

- *Being cautious.*
- *Being more safety-conscious; families all wearing them. There's a higher percentage of inflatables and more people are wearing those.*
- *It's the safe thing to do. My mom who can't swim; she'll wear it. She has a fear of water. She'll never get on a boat without a life jacket.*



- *In situations where they feel they are possibly going to fall overboard. Other than [that], I don't see anyone wearing them for general boating, unless they are required (i.e. kids, PWCs) or a necessity at that time.*

Boaters explained their reasons for not always wearing life jackets: bulky, hot, ugly, uncomfortable, inflatables are too expensive, and simply being lax about doing it.

- *They are just bulky and hot and ugly too.*
- *They are bulky and uncomfortable; dislike the color. The ones that are slim-lined are too expensive and I don't own any of them.*
- *It gets in the way of what I'm doing. Generally, it's very physical activities, e.g., fishing.*
- *The motion of putting them on. It's something else to do that I don't do. No good reason. I probably should wear it, but I don't.*

They further shared why others might not wear life jackets: not cool, vain, not knowing better, uncomfortable, and a stigma.

- *Girls with vanity. They don't think they look pretty or cool with them on. I wouldn't want to cover myself up if I were 20 something.*
- *They don't know any better; not safety-conscious. I see younger crowds partying on boats not wearing life jackets. It's not cool. The older crowd just don't know any better.*
- *A lot of people say they are uncomfortable and appearance might be a hinderance for some people. Comfort level is biggest reason for most people.*
- *I think it's a stigma or the way they were brought up. [For example,] until I had kids, I never wore seat belts. Until my oldest was 10 years old, then I wore seat belts. Since then, it's automatic and I don't not wear a seat belt.*

When asked about the Safe Boating Campaign, two of four participants were aware of it.

- *I know they encourage the people to wear life jackets all the time. They are trying to get them more aware of the idea of wearing them. Maybe the only way to do it is to have a law or something to wear it like wearing seat belts. It would be a shame to require people to wear them, but now nobody thinks twice about wearing seat belts.*
- *I'm an avid boater, safety-conscious, constantly checking equipment... taken 5-6 safety courses...*

The other two participants were not aware of the Campaign and after hearing the explanation said that it was new information to them.

When asked about signing a Life Jacket Pledge, two of the four participants would do so.

- *I would without a problem, but a lot of people that drink wouldn't sign it for that reason.*
- *I think it's great, a pledge, a promise to do it. It's not getting pushed enough. It's something I like. I think it would be a decal or sticker on every boat in a visible place. I think it's excellent.*
- *Anything that says I am always going to wear a life jacket is not going to be something I would sign.*
- *I wouldn't sign it since not doing first one [always wearing life jacket]. If reworded slightly, I might. I won't sign it if I can't back it up. The inflatables aren't bulky, but yet you can still feel something. They aren't uncomfortable; it's just an added something. If I had started years ago, maybe it would be different. I don't know if I'll change at this point.*



Participants offered some suggestions for increasing their life jacket usage and/or others' usage, such as reminders/advertising/education, stories/commercials, new designs, incentives to wear, and required/laws:

- **Reminders/Advertising/Education**

- *If you had stickers to put on boat to remind them and then people on boat would say that's a good thing. It makes you think twice about it when you see a sign.*
- *I think more of putting it in front of people's faces: advertising, trade newspapers/magazines, [showing] people out having fun and wearing life jackets all the time, so it becomes a norm.*
- *Maybe some signage at public ramps, reminding people to buckle up – similar to that.*
- *Probably being more conscious about it – more education on it, even requirements. More awareness, more training, e.g., more signage, in boating magazines, marines, bottom of receipts, invoices, back page of magazines, even repercussions and incidentals. Life jacket should be first thing.*
- *Should be decals, more training, more pushes for it especially around marinas, boating stores, launching ramps, commercial vessels – something that is spread through decal stickers.*

- **Stories/Commercials**

- *If they did some advertising (e.g., in Branson), they could have saved more lives. It's terrible to use a tragedy like that, but it illustrates it more than anything. A lot couldn't swim, and they didn't have on life jackets.*
- *If people saw cause and effect: a boat accident, someone drowning. If you had something like cigarette commercials, if breathing tube, don't smoke... this is what happens. If you could advertise more to 'I was wearing a life jacket, it saved my life.' Stories are good if people see them and can relate to them.*
- *Maybe a commercial similar to the UK commercial [i.e. sitting on sofa and father about to have a head-on collision] – most powerful and really struck me home. I can picture it in my mind.*

- **New Designs**

- *If they made them more attractive, less bulky, lighter weight.*
- *Having a more comfortable life jacket.*

- **Incentives**

- *If they [inflatables] weren't so expensive or less expensive or if they had an incentive, e.g., if you wear this life jacket and advertise for company, like Coppertone, we'll give you some incentive or something for [doing] it.*

- **Required/Laws**

- *I can't think of anything that would motivate me [to wear a life jacket more often], unless laws that require them, and I would really frown upon that. If it's up to me, I won't even wear a shirt. I like freedom of not having anything on. Unless I'm in a position where I need to wear one, I won't be wearing one.*
- *Have stricter boater laws.*



Appendix C

What are your reasons for wearing a life jacket when on a boat? Please select all that apply.

Other (please specify)

Age

Although I am an excellent swimmer, I wear a life jacket to set an excellent example for my grandchildren and everyone else and for safety's sake

Always at night and when conditions or weather are bad or expected to worsen

Always grew up near water. I like to live to return another day of water play:)

Always have engine "Kill" switch attached also! When motor is running.

Always know where they are located

Always on a jet ski

Always wear jacket on evening/night paddles. Always wear jacket when taking kids out kayaking, as they are wearing them.

Always wear my jacket on patrol with CG Auxiliary, and sometimes when I Boat for pleasure

Always when alone. Simply worn for safety!

Always when motor running

Always when under way.

Always worn when alone

Am a sr. mgr. of our lake's Water Safety Patrol

And I only paddle with people who wear theirs

And when I fish alone

As a coxswain in the US Coast Guard Auxiliary I am required by regulation to wear a life jacket when on ordered patrols

As a United States Power Squadrons member, I want to set a good example.

As a USCG Auxiliarist I know the value of a life jacket: the best one is the one you wear!

As an ACA-certified instructor, I wear a life jacket to be a good example for others.

As a Certified ACA Instructor, it's my duty to keep myself and others safe and this cannot be done without a PFD

As an example to my child

As P/C of Nansemond River Power Squadron, good example for others.

As the Captain of the vessel, I cannot save others before I save myself.

Basically, for all of the reasons and I don't boat with someone unless they have it on

Bass Club rules when running big motor

Bay water is hypothermia inducing, and YRA racing rules - required to wear pfd's

Because it is smart paddling protocol

Because it is the smart thing to do.

Because it sets a good example for other paddlers.

Because it's smart

Because my friend Peggy says it's the right thing to do for safety

Because they are cool, and I feel naked without one!

Belong to the Coast Guard Auxiliary Life Jacket required

Boats scare the heck out of me

Boy Scout Policy



Boy Scouts require it.

By law in a dinghy or kayak, otherwise as conditions dictate

Coast Guard Auxiliary Members are required to wear them on patrol.

Consistently wear a life jacket is good practice

Depends on how deep the water is

Depends on situation, where I am boating

Depends on the time of year, early spring, late fall. Colder water temperatures.

Don't usually wear one

Don't always but will wear one on weather conditions

Don't know if always required by law but is always a good idea. Is just automatic by now....

Don't wear on slow and low rivers, always wear on swift rivers and Water over 6 feet deep

Driving around while boat in motion with lanyard just in case

During rougher weather

during transits through Locks

Even good swimmers can have trouble without one, esp. in cold water

EVERYONE wears one when i am around, including me. Never go in a small craft without one, or in any kind of dark water especially the bays/ivers

Example

Example for grandchildren

First, it just makes sense to wear one. Second, as a former reporter who had to write stories about boating accidents as part of my beat, you learn from others' mistakes.

Fish TX required when big motor is running

Fishing Tournament

For water sports.

From what I have read it seems that the ones that drown, after an accident, are the ones who were not wearing a PFD.

getting older and wiser

Good example for others.

Good example to others

Grant requirements

Grant requirements

H2O Skiing

Habit I sail by myself a lot

Had to for group tour

Handicapped

have one near at hand

High water

I always wear a life jacket...they don't save lives if they are just on board!

I am a Boating Instructor and A USCG 100-ton Master

I am a boating safety instructor and exec director of a water sports camp and need to set a good example for students and staff

I am a boating safety instructor practicing what I preach.

I am a DNR Master Boating safety Instructor Illinois

I am a member of the U. S. Coast Guard Auxiliary



I am a Paddle sports Instructor. We teach people to wear life jackets

I am a Sheriff Deputy and have investigated many drownings. In every situation, a life jacket would have saved a life

I am an active member of the U S Coast Guard Auxiliary for the past 21 years. Use to go on Safety Patrols at Blue Marsh Lake in Berks County Pa. I also do a lot of Vessel Safety Checks as I am a qualified Vessel Examiner for the Coast Guard Auxiliary.

I am an USPS safe boating instructor. Practice what I teach. Actions speak louder than words.

I am boat end instructor. Must set an example for current and future students

I am CG Aux and try to demonstrate the proper behavior, besides, you never know what will happen, even on a clear day.

I am Commander of a USPS Squadron and need to set an example.

I am elderly??

I am in the Coast Guard Auxiliary and I help teach Boater Safety & I do Safety Patrols.

I am often a role model for others, especially youth. I want to spread PFD usage.

I am often alone so no one else can help me

I am with the US Power Squadrons and need to set an example!

I can swim, just not sure what the situation will be or if I will be able to swim in that situation.

I can't swim

I carry one on the front of my paddle board.

I carry the legally required lifejacket on board, but we are not mandated to wear it.

I do not want to die.

I do not wear it, but it's within arms' reach

I don't ever not wear a life jacket

I don't feel the need to wear it

I don't go boating without a pfd.

I don't want to die because I wasn't wearing a life jacket.

I DONT WANT TO DIE!!!!

I don't wear a life jacket when boating.

i feel safe when in rivers and big lakes with a life vest

I feel safer wearing one while moving but remove it once stationary.

I fell overboard once while single handing and was not wearing a life jacket.

I fish...life jackets get in the way. I have them ready and everyone on my boat has that access and knowledge. All kids no matter their age wear them on my boat. When weather changes we put them on. When we are not FISHING we wear them to the next stop.

I generally paddle whitewater, and race whitewater

I have been a guide for 10 years, and it's now habit.

I have seen cases, where I rescue. It helps keep a float in duration.

I have the lifejacket on board but do not wear it because it isn't required

I have two boy's that I have to set an example for.

I instruct and set example.

I instruct boating safety, and thus practice what I preach.

I keep them on board but rarely wear it

I know where the life jacket is stored and would grab it, if i needed it.



I Lead by Example

I like being alive.

I like to live vs liking to die.....

I may need to give assistance to others in my party, children, grandchildren or non-swimmer.

I never go on the water without one, regardless of conditions.

I often sail solo, so I can't depend upon any assistance

I only wear life jacket when in the water

i only wear on my kayak, not on a fishing boat.

I promised my Mom, by the way, I was 55 when I did that!

I promote boating safety as part of the US Power Squadrons, America's Boating Club. I teach by example.

I require it for anyone riding in my boat for safety reasons, a good example for other boaters

I retired from the USCG and we were required to wear it. To me it's habit like a seat belt.

I serve in the US Coast Guard Auxiliary

I set a good example for my kids.

I sometimes take my life jacket off in the cockpit, I always wear it when on the dock or moving around the boat. I was wearing my lifejacket when I fell off a boat and hit my head on the dock. Needless to say, I was glad I had it on. Now it goes on when I step on the dock.

I teach Boating classes

I teach Boating classes

I teach boating safety and want to set a good example

I teach Boating Safety. I practice what I teach.

I usually don't wear one, but I always have one within reach.

I usually paddle flat known waters, when in the Hudson or large bodies I wear it always.

i want my body recovered in case of an accident

I want to be safe

I want to live.

I want to set a good example for my son

I want to set a good example for others.

I want to set an expectation for my daughter that she will always wear hers too.

I was in a boating accident that took the life from my 6-year-old daughter Crystal parker. Cause of death in the hands of inexperienced boat operator. Lake Millerton 2006

I wear a jacket when running the big motor.

I wear a life jacket because I always plan on falling in, and if I don't fall in then it's just a bonus.

I wear a life jacket especially when I boat alone

I wear a life jacket when I am alone on a boat

I wear a life jacket when I get in the water, not necessarily when I am on the boat.

I wear a life jacket when water traffic is high. I don't trust others to know boating safety rules.

I wear a life jacket whenever I am boating alone. or on a CG Auxiliary mission.

I wear a lifejacket when I am the only one on/awake on the boat

I wear a lifejacket when the risk of ending up in the water rises.

I wear a PFD when anyone on my boat has to wear one and when I am alone

I wear a proper fitted PFD 100% for my safety and to model safe boating habits to others.



I wear a waist PFD and a leash when paddling
I wear it for temperature insulation and impact protection
I wear it when I sail alone
I wear it when swimming, so, if we're boating between swim locations I'll put it on.
I wear it when tubing or if the water is choppy
I wear my SOS PFD because the U.S. Navy taught me to wear one all of the time while on open water, even with my diving gear on. It is an ounce of prevention.
I wear one based on my personal judgement of the situation I am in, but it is ALWAYS out and ready.
I wear one because my grandmother drown
I wear one when I'm racing.
I work for a canoe/ kayak outfitter.
I work for the US coast guard. It's just a habit
I work on the local volunteer water safety patrol - we model safe behavior
I'm a member of USCG Auxiliary
I'm a WSI and teach all swimmers to wear life jackets on the open water
Idiots in boats who don't have a clue about "Rules of the Road!"
If I am thrown out and knock out, we be safe
If I don't wear one, I still make sure it's near me in the boat
If I'm not wearing it, it is very close to me always. I always have it in the water with me.
If storms are threatening
I'm a member of the Coast Guard Auxiliary
I'm a member of the USCG Auxiliary
I'm a swift water rescue tech, I've seen what can happen without one on
I'm a whitewater kayaker, its dumb if you don't.
I'm an ACA Instructor; it's important to model and demonstrate proper safety.
I'm being a role model for my kids
I'm required by law when on patrol as I'm a member of the Coast Guard Auxiliary.
I'm required to wear one when the boat is under power of the big motor on a bass boat.
In a tournament, or in drag boats
In adverse weather
In bass tournaments when boat is on plane
In rowing, the coaches drive power boats that carry life jackets and the rowers are not required to wear one while they row. All coaches in power boats should wear them, even though they are not required by law because of the size of the craft.
in the boat alone
It is a good idea, and I want to be a good example
It is a habit that i have done for years and chose not to change. I also work with the USCG-Aux
It is community standard in the whitewater world.
It is how i was taught
IT IS JUST GOOD COMMON SENSE !!
it is required between certain dates.
It just makes good sense and the boating accident data support that concept.



it only makes sense to wear it.

It sets a good example for other boaters

It's mandated by the California Dragon Boat Association and by the Suisun City Marina

It's my law in my boat or even in someone else's.

It's a life saver, should be required for all. I set a good example for others. I am in the US CGA and a FL Aquatic Preserve Manager.

It's a very small sailboat and the odds of a head injury are higher than in a ski boat or something.

It's my choice

It's the law that children wear life jackets

it's the right thing to do - makes me safer and because I wear a rescue vest, it makes me better able to help others

Job Requirement

Job requirement

Just makes sense

law enforcement experience

Lead by example

let's go fishing requires it

Life jacket floats you do not

low freeboard boats only

Make the kids feel better when I make them wear PFDs.

mandatory requirement for Sea Scouts

Member of the USCG Aux.

Member of USCG Auxiliary, I teach boating safety

Model for my children

Model for others, encourage safety

modeling responsible boating behavior

My PFD is loaded with all kinds of useful things

My son drown because he did not wear a life jacket

My son has so i do it too.

my wife ask to

My wife makes me wear one!

Nobody should ever be on the water in kayak without wearing one.

Not required to wear one

Often fishing solo.

Only if told to do so

only wear it when i feel it is needed

Only when participating in water sports, skiing, tubing, etc.

Part of my job is boating safety law enforcement and I wear a life jacket to set an example for others.

Required by my employer

Required by work

Required to have in boat

rescue squad member, hopefully others will follow my example

Role model for my kid



Role model for others
Rough waters
Safest and best practice
Safety
Sailing solo
Scouts are required to wear lifejackets.
Set a good example for my kids.
Set an example as I am an aca instructor
Set an example for my children
Set an example for other boaters.
set an example for youngsters who must wear them and often don't like it
set example
Situations like locking where I might be outside on the back or sides and could fall in
Skiing, tubing
Skiing
Solid foam life jacket provide some impact protection while racing
Swimming in deep water
Teach boating safety, need to walk the talk
The boat I use is a Boy Scout boat and they require the wearing of life jackets
The shut-off (kill switch) key is attached to the vest
They are available on deck at all times and worn when conditions warrant it
To be a good example for my kids
to be a good example
To be a role model to my children
To be an example for my kids.
To float, to hold camera...cell phone...knife...air horn...
To set a good example for my grandchildren
To set a good example for my kids
To set a good example to our Sea Scouts
To show my grandson he has to wear one too
Tournament Required
Tournament required
Tournament requirements
Try to lead by example
Type of craft, cold waters, or activity (foredeck, etc.)
U.S. Coast Guard veteran seen first-hand odds save lives. Co-owner Fur Sure outfitter guide wear PFD daily. Have two young boys I lead by example.
Unless I'm unconscious I don't need one
USCG Aux boat crew member
USCG AUX member and I think it is very important.
USCG Auxiliary
USCGAUX crew member



USCGAUX Member

Use a life jacket when in the water.

Usually don't uncomfortable to wear

Water Rescue's

Water skiing

Wear when moving from position to position

When alone

When alone I wear a life jacket

When alone on kayak

When boat is sinking.

When boat moving

When boat owner prefers or requests wearing life jackets.

When children are aboard because they have to

When decking in case I fall off.

When doing water sport

When fishing alone

when fishing alone

When getting in the water

When I am alone

When I am stopped and fishing I do not wear one.

When I deem it necessary

When I'm doing something risky like pulling the anchor. If it fall and hit my head...I'm dead.

When I'm about to go in the water

When in raft

when is a smaller motor craft (dingy) on my 40 'boat not unless conditions call for it

When it is required

When it isn't a local small lake

When motoring

When moving I put on my jacket on

When on patrol with the Coast Guard

When on the open water, doing boating activities (swimming, tubing, etc.)

When operating the boat alone

When other people nag me, and I want them to stop

When out solo

When skiing

When spotting the kids when they are tubing.

when the situation requires me to be safer, racing, bad weather, etc.

When the water gets rough.

When the water is over my head in depth.

When towing skiers or tubers

When tubing or swimming behind an anchored boat

When under Coast Guard Orders



When under power
When under power I require myself and my passengers to wear them
Whenever alone on my boat.
Whenever fishing at night
While moving from place to place
Wife and I made agreement to always wear it.
Wife asks me to wear it.

What are your reasons for not wearing a life jacket when on a boat? Please select all that apply.

Other (please specify)

A large cruiser I am on
A life jacket interferes with my fishing activities.
A life jacket is comfortable when it is 110 degrees on the water. Life jackets are readily available to all passengers aboard my boat however we choose not to wear on while operating my vessel down a waterway.
All depends how deep the water is
always at hand in case of emergency
Always have jackets for everyone on my boat
Always have one close
Always have one close to my person
Always have PFD, wear as appropriate
Always have them close at hand
Always know where they are
Always wear when out of cabin, but not always inside cabin as it is bulky to move about. It is always easily accessible however.
Always when in the water
Anchored
Aside from the unlikely chance of me going over unconscious, I can get through nearly anything as a USCG trained boating safety instructor. I would Always suggest other wear one. Life jackets float, you don't.
At anchor or on a mooring
at dock or anchored close to shore
Been boating on the same lake for 60 years. Never wore one, likely never will. This is NOT the case i other boats and/or on other waters.
boat has flotation in it. it can be swamped & still stay afloat.
Boat is anchored
Boat on a small lake, shoreline close...throw always within reach
'boat'? in a big boat, the chance of needing one is low. On a human propelled one, I always wear one.
Calm situation
Calm water and clear weather
Can hinder you when moving about on a sailboat.
Certain activity (IE repairing engine, entering confined space) is difficult due to my size with it on



choice

Choice when calm water, slow speed and shallow water with few other boats

Conditions dependent, and with another operator onboard, I do not always wear a jacket.

Conditions don't require it

Could really save your life because you never know what could happen

Cruising in a cabin cockpit on a motor yacht does not always necessitate one.

cumbersome for fishing/hunting

Cumbersome to wear fishing

Depending on situation and conditions, I may not wear a life jacket while on a large power boat. I have one handy though.

depends on the craft and the conditions

Depends on the type of boat

Depends on the vessel (enclosed cabin, open, PWC)

Depends on water conditions and depth

Do not see a reason to wear one

Don't wear it when inside cabin.

Don't wear one when anchored

Don't wear one when just drifting

Don't feel the need for one while on the boat.

Don't like wearing one because they are hot and restricting

Don't wear it when boat is docked.

Don't wear PFD when in enclosed cabins

driving the vessel inside

Drying off; shallow water

Easy cruising, or if in warmer waters (e.g., not in CA)

example is a lesson all men can read!

except when I am in Florida and reliving my more carefree youthful days canoeing the Wekiva.

Extreme Texas Heat

Extremely hot and the boat is moving slowly.

Feel perfectly safe without in the right conditions

Feel safe on my tritoon.

Feel safe on the boat

Fishing a bass tournament, assess risk, familiar with area fishing, calm water

Fishing gear everywhere and cluttered deck.

fishing in shallow water

fly fishing

Gets in the way

Have a flotation device as a seat cushion

Have them in the boat, easy access, not required to wear one

Have with me just not on. Follow local laws

Heat

Heat



Heat in the summer

HOT

Hot weather.....not under power

I also drive a Tour Boat, but we give instructions on how to put one on.

I always carry a life jacket, but if it is shallow/calm water and hot out, I don't always wear it.

I always have access to a life jacket.

I always have mine with me

I always keep one in the boat, and feel I am a strong swimmer and profession canoer

I always know where it is on the boat

I always make sure my life jacket is in close reach.

I always wear a jacket when the vessel is in motion

I always wear mine but once I forgot to take it out of my turn and was too lazy to go back to car from launch site

I always wear one if I am in the water

I always wear one in the water

I am a little scared of deep water

I am in an enclose cabin

I am Inside the cabin

I am on a 41ft boat I wear one in my tender always

I am on a pontoon on a lake and with a very safe operator.

I am on board a boat in a closed area.

I am told "it bothers my tan "

I base it on the conditions at the time

I choose not to.

I don't wear a life vest, but it's within arm reach.

I don't always on shallow flat-water rivers

I don't think I will need one on the size of my boat.

I don't think it has to be on when on a lake just putting around. But on a high-power fast boat, I will have one on.

I don't wear one, but I do always have one within reach.

I fish very shallow water

i have it next to me just not on me sometimes when going for a slow ride around the lake

I have one available when conditions so warrant one.

I have one within reach of needed.

I keep a throwable device within reach at all times

I keep it beside my seat

I keep one close at hand - but not physically on me.

I know exactly where they are located in case of an emergency.

I know where they are stored in case they are needed.

I live in Florida it's hot don't need extra anything on to make me sweat more

I make a poor choice by simply not wearing one. I'm overconfident in that I will not need a PFD.

I only don't wear one when it's too hot and I will overheat due to flatwater races on very calm shallow waters

I only take it off, so I can fit in the head... or, if I am changing

I only take the life jacket off if the motor is off and I'm fishing



I own a tri toon and want to get sun
I prefer to wear one in the water
I skipper large yachts and I'm mostly in the pilot house
I take it off when fishing
I want to sun tan on the boat when I'm near the shore and a life jacket prevents me from getting a full tan.
I wear a life jacket most of the time
I wear it when on deck.
I wear it while underway, then take it off when I am fishing.
I wear one when boat is moving, but most of the time I wear when fishing
I wear one while underway
I wear only when swimming
I wear when conditions dictates
I wear when needed and one is always available to me
idle only areas
If conditions are not ideal, I wear a PFD
If I forget, I put it on as soon as I remember
If it's too hot
If it's too hot I run the risk of fainting from the heat which increases my chance of actually falling in the water. I always wear one at night and in rough conditions
If on a motor boat I only wear it while in the water
If someone with experience is with me on the boat
If the boat is beached
If the lake gets choppy due to bad weather I do wear the lifejacket
I'm claustrophobic
I'm comfortable w/o wearing one considering the current conditions, my experience, and my swimming/lifesaving skills
I'm tethered to my SUP
In a hurry & forget to put it on, or only traveling a short distance
In kayaking or canoeing I always determine the risk of wearing or not wearing a life jacket, but I always have it either or within arms' reach.
In shore with a fishing partner
In the cockpit of an anchored vessel the chances of falling overboard are negligible
In the small, warm, calm, shallow I sometimes paddle a lifejacket doesn't increase my safety margin very much.
Inshore boating
interferes with fishing
It is ALWAYS handy, within reach if needed. I'm a good swimmer and we have a larger boat that I am confident when walking when moving. Mostly I am stationary when the boat is in motion.
It is always within arms' reach.
It's a bad habit not to wear one
It's hot
It's in the craft, just a pain
It's just the smart thing to do
It's hot in summer
It's usually a hot sunny day on flat water and I am a good swimmer.



Jackets are within arms' reach
Just walking around on a deck of a house boat, it seemed unnecessary.
Just wrong
Kayak in shallow river.
Kayaking in less than 2 foot of water
Keep at ready if not wearing.
lake boating, wear when in water
Landing fish
Large boat
Large Resort did not have them available, wanted one
Larger boat, all day on boat, I am strong swimmer
lazy, stupid, in cockpit, etc.
life jacket is hot and cumbersome
Like to get sun while boating
Loading and unloading from trailer
Mostly anchored and floating in a shallow lake
Mostly short trips in calm conditions
Mostly too hot or not needed in waters so shallow that turning face up will save you unless someone is standing on your neck.
my boat has a high freeboard
N/a: I should always wear one
No excuse
no need in light weather
Normally I fish shallow water
Normally we wear one. Once in a while one doesn't get packed. Rarely though. We are swimmers.
Not actively sailing
Not required because of size of my boat
Not required but I always have one on board as do all others
Not required by law but always carry one with me.
not wearing one when the boat is not running and not in motion
Not worried about conditions.
often at anchor on the water
Often fish in shallow water that isn't over our head
On a flat water no wake ride
On a large boat.
On a personal sail it's not required
On a small lake and I am a good swimmer
On light days, when the water is warm, and the waves are small. Didn't happen very often
On pontoon
On very large vessels, with enclosed cabins, below decks staterooms, etc.
One is close by in case of emergency
Only in quiet waters



Only wear one when I enter the water
Only wear when water skiing
Only when boat stopped and I'm fishing
Only when fishing
Only when river levels are extremely low in warm weather.
Other coast guard floatation device when not moving
Overkill. I will put it on when we take on water. Why are you not wearing a helmet when driving a car? Exactly.
Paddling in very shallow water with no current.
Perhaps when on my houseboat
Personal choice
Personal choice
Pontoon
Power boats not so much but suspenders while on a run.
Sam the Captain I choose the proper time and conditions for wearing PFDs given the size of my boat.
Scuba diving
Several life jackets are on board including one on my seat
Shallow familiar bodies of water.
Shallow river water
Shallow water- don't feel unsafe
Shallow water inlet fishing
Shallow water, less than 2 feet deep
Shallow waters
short time not under power so left hooked to lanyard
Size and type of boat make it unnecessary
Size of my boat and weather does not warrant wearing one.
Size of the boat dictates. Life jackets are readily accessible
Skip the life jacket if extremely hot.
So far, I have only sailed in light winds and glassy waters
Sometimes I choose not to, it's "easier"
Sometimes it's too hot outside and just fishing
Starting the engine, or large enough boat that I am safe without one on, like the ferry.
Staying in the backwaters and have my leash on
Stubbornness
Tan lines
The boat layout is such that a life jacket is not needed in all conditions.
the cushion I sit on is a flotation device
The good, small, out of the way jackets are expensive.
The high humid heat
The law in this state does not require a jacket to be worn. The law states each person on the vessel must have a life jacket nearby
The life jackets are close at hand, and I wear one anytime the conditions would be safer with it.
The life jackets are next to me while we ride



The temperature is too hot to wear it.
The uncomfortable feel in the hot sun and risk vs. constant discomfort.
The water is only up to my waist.
The wearable ones, CO2 cartridge, are expensive.
There are no good reasons not to wear one
There are times when we are swimming and diving from our boats and are effectively just swimming around the boat.
There is a low risk of entering the water.
They are HOT!
They are on board and easily accessible. We stay close to land and only go out during the day.
They are put away i don't want to take them out
Think it will be short outing good weather
Too hot
Too hot and restrictive while fishing
Too hot Temperature wise
too confining when fishing
too hot
too hot
Too hot
Too hot
Too hot
Too hot
Too hot and bulky
Too hot!
Too Hot. We keep them on the back pulpit. And have throwable cushions in the cockpit
tour boat, sailing cruise, passenger ferry.... would not wear one.
Train in racing kayak in shallow water
use in open boat but not always in cabin
Using inflatable now
Usually boat in calm water
Very hot
Very hot, and bulky
Very large boat and frequent trips below deck
Very shallow water.
Very tight space to wear in one of my kayaks. It is within reach. Very hot now in Florida. Do not wear on creeks or lazy
rivers. Always wear in Gulf, Bay and when I am racing
Water here is very shallow, and I am a good swimmer
We get have them on board but don't wear them
We have them readily available
We make sure that there are enough life jackets for everyone, but, I don't end up wearing one because I just don't
really think about wearing one.
We're just in inter coastal
Wear in bad weather only
When anchored and it's very hot



When anchored and it's very hot
When anchored and swimming near by
when boat is stationary, fishing
When casting for fish it hampers movement.
When docked
When docked or anchored, I don't wear it.
When docked or moored
When doing certain activities, like preparing food, or changing a child's diaper/clothes, it is very difficult to participate in this type of activity, while wearing a life jacket.
When fishing in shallow water on hot days.
when going to the head
When I am fishing and using electric trolling motor.
When i am in the cabin, resting or going to the bathroom
When I am inside the bunk room or cabin of the boat
When I am paddling flat water, with no chance for hypothermia
When I am running full throttle, I do.
When I feel conditions do not warrant it
When I have float pad type life savers.
When I paddle in very shallow water slow moving water.
When I'm in my enclosed cockpit I don't
when I'm fishing
When I'm launching or trailering
When I'm stopped to fish
When in the enclosed part of the boat.
When it is very hot
When it is not rough, and we are drift fishing
When it is to hot
When moored or at anchor.
When moving short dist.
When needed
When on a ferry or such. When I am practicing rolling my kayak and the extra floatation would get in the way.
When on a trolling motor only lake
When only traveling short distance
When paddling within 20 feet of shore.
When sailing or on powerboat and conditions don't warrant it
When surfing
When surfing a SUP in shore break - can be less safe
When the water is not over my head in depth.
when the weather is not threatening and having lived 65 years making decisions for myself and still here....
When there is another safety device on board.
When trolling I don't wear one
When trolling motor is down and I'm casting



When we are cruising at slow speeds or just floating
While fishing on the lake and not running the motor I do wear one.
Working diving
Would only not wear one in very low risk situations - e.g. on large boat at anchor, warm water

Which of the following, if any, do you think would convince you to wear a life jacket more often? Please select all that apply.

Other (please specify)

A law requiring all passengers aboard 22-30 ft recreational powerboats to wear a life jacket at all times would make my family find a new recreational hobby and not spend my discretionary income on boating anymore.
All suggestions are good suggestions.
Always know where they are
Always wear it when I single hand. Wearing more often as I get older (age 57).
Boating doesn't cause drowning. Going off the boat requires a life jacket and a tie line
Certain times dictate a PFD ABOARD ANY VESSEL, but it is highly impractical to pledge to always wear a PFD on certain boats.
certain type of watercraft and activities should have life vest compatible with fishing
Conditions dictate when I wear one
Cost for upgrade lowered
Designed for fly fishing
Do not know
Double points for celebrities. I use Prince William and Princess Kate as examples in my safety training. Also, I think Shawn White (with the aid of Red Bull I guess) did a lot to promote helmet wear in snow sports. And I think Tony Hawk did the same for youthful skaters... for a few years anyways.
Educate, educate, educate
Education with examples of when lives could have been saved if caution and boater ethics were applied
Enforcement of laws requiring lifejackets to be worn.
Even women's life jackets are horribly uncomfortable for those of us with DDs! :(
Huh? Wtf kind of question. The last question answered this already.
I added other responses that I think would help but I do advocate and always wear it
I always wear a life jacket when alone
I always wear my jacket, however, the other I think would help influence other people
I always wear my life jacket no matter what. I would sign a pledge too. I see enough on the waters.
I always wear one when skiing or on a wave runner, in the boat I don't when I am operating it. I was raised on the Mississippi river and am 63 and handicapped now so always sit on one at least in case of emergency and insist on everyone having one in boat with me and children wearing one. We used to wear just a ski belt skiing.
I always wear one, but i will not force anyone to wear one
I am a member of the Coast Guard Auxiliary and promote this at all times
I am able to use my own judgement as to when it is necessary without rules and legislation
I am not going to wear one all the time
I believe you should have one each person in the boat



I certainly hope we do not infringe upon people with more regulations.

I do not feel it is any government's responsibility to REQUIRE life jackets at all times, under certain circumstances, weather, cold water seasons yes

I do think peer pressure will be greatest tool--images, sports figures, industry need to show people wearing life jackets (like ski, bike, horseback riding now wear more often than not)

I don't want to wear one while relaxing on the boat but I nor anyone with me will ever enter the water without wearing one.

I don't wear one in conditions in which I would be comfortable in the water without one.

I feel that my current practice is reasonable & safe.

I feel this is a personal thing and each individual should decide for themselves

I gulf stream fish. We don't wear life vests 100 miles of shore. THEY will keep you safer. Bit don't blow it out of proportion

I have lost good friend boating and he was drinking and driving boat to fast with kids aboard and hit another boat coming around corner. He died but all kids lived due to life jackets. God Bless them for them watching their Dad die. Never be the same. Sad. Happened last year at Wister Lake in Oklahoma.

I keep a life jacket beside me at all times

I keep a life jacket for every person aboard and make children and weak swimmers wear them. I don't see a reason to make a healthy adult wear one. It is his/her right to choose!

I keep life jackets, on the boat, if needed, and if anyone wants to wear one, it's a personal decision

I know a life jacket might save my life, but don't want the government to tell me what to do.

I mainly boat at Detroit Lake and have a life jacket nearby, on other waters I wear my life jacket

I ride on 30-foot pontoon

I think wearing a life jacket on a bigger cruiser is not needed canoes, jet skis and such yes

I use an inflatable life jacket

I use one when warranted

I usually wear an older ski belt, because it is comfortable

I wear a best most of the time. If I were forced by government I'd give up boating

I wear a jacket as appropriate. There are times when a life jacket does not protect boaters.

I wear a jacket when using the big motor.

I wear a lifejacket at times of heightened risk and that seems to work

I wear a PDF on sup or kayak but not on my sailboat unless in a race or bad weather.

I wear it when conditions dictate the necessity!

I wear one in cold weather conditions, but do not feel one is necessary all the time.

I wear one when I get in the water

I wear them 90% of the time

I wear them when a risk assessment determines it is a meaningful safety measure

I would wear one on a bigger lake. I wear one while kayaking the river.

I wouldn't sign a pledge unless I meant it. I feel that many people don't keep promises/pledges anymore.

I'm comfortable with the situations I do and do not wear life jackets in.

If boated faster than trolling speed

If I didn't forget it

If I was on a small vessel



If life jacket functionality was incorporated into other outwear
If life jacket required, I would not boat as much
If my husband encouraged it more for all people, not only children/non-swimmers.
If the more expensive life jackets that self-inflate were more affordable
If the water's deep
If there is some sort of financial or other incentive
If there was a "cooling" life jacket. I overheat very easily
If they made life jackets that didn't make you so much hotter. It's already hot in the summer and a life jacket does make that worse.
If went to sea more often in smaller boats and in worse weather.
I'm a small adult so life jackets don't fit right. Children's jackets are too low in weight for me.
I'm on board with children wearing life jackets but this is America adults should have a choice to wear it or not wear it
In my opinion, not required in cabin or cockpit.
In New York State there are many laws that require a PFD to be worn
in over 100 degree heat its impractical. I cannot drive boat safely with one on
It is too hot in Florida for more layers
It would great to have all states make it a law.
Kayaking on open water really requires a PFD to be warn.
Less expensive CO2 cartridge life vest.
Life jacket not so hot on hot days, but I always wear it no matter what in kayak or canoe
Life jacket that wasn't so warm
Life jackets for all non-swimmers in any situation.
Like I said I wear one when boat is on plane not when fishing.
Making it a habit
More reachable on commercial vessels
Mustang life vest and personal locator beacon are not cheep
My jet ski quit running and I fell off if I didn't have one I would have drowned
N/a
Need laws
Need to update due to age of current life jacket
None
None
None above
None it's a personal choice
None of the above
None of the above
None of the above
none of the above it's my decision to make
None, I make my own choice when to wear
Not as hot
Not interested in always wearing one when in calm waters
Nothing



Nothing

Nothing will make me wear one more often

Nothing! Get it through your head, it is a Great OPTION only. Don't force ANYTHING down my throat! I suggest many wear them. I Will Not Force Them.

Nothing, I don't wear a seat belt either.

Nothing. as a boating educator I understand when they are needed and when not

On small boats and dinghies I always wear my PFD, on the yachts rarely except working on deck at night or bad weather

One that was not so hot.

Only when conditions merit wearing one

PDF usage should be decided by the Captain depending on the situations, larger boats it's not necessary unless conditions warrant it.

People have surprisingly strong opinions on this topic. I wear mine based on the activity. If on a SUP, I always wear it. In a lock, always wear it. Swimming always wear it.

People need to be smart and assess the situation. If times are dangerous, if you are alone, if you are swimming and the conditions warrant. Jackets need to be worn

Personal call

Please don't start lobbying for more rules and regulations. The water was one of the last places of actual freedom in the US. Stop telling me what I can't and can do. BTW I am not Republican, and I hate guns. Please just stop bossing people around period.

Safe boating always

Seeing pictures of people who drowned

Seeing real statistics on how many lives were or could have been saved by wearing life jackets... campaign like seat belts!

Self-inflating or pull cord inflating

Should be adults' choice. Children should always wear a life jacket. Drunk boaters are the biggest danger to other boaters

Show the statistics

Signing a pledge does not guarantee the person signing will wear a lifejacket

Since I wear them more than most, why would I do it more. But they need to be worn more in ads and movies.

smaller boats and PwC should always wear lifejackets

Some boaters are just "bull headed" and will not wear a jacket.

something that is less insulating and breathes better

That said, every one of the above ideas sound effective at convincing others

the captain of the vessel should determine the necessity to wear, IE small children, elderly, weather conditions, size and type of vessel etc.

The only way I would support a law for use of a PFD would be for "Solo" operations.

They are on deck at all times on my boat

We keep throwables available and close.

Wearing a life jacket at any point in time is my choice at that time

When its 95 its uncomfortable! When its 50 I relish it!

When the conditions are such that wearing the jacket and connecting to my boat's lifeline I wear one

While underway



Would not ever wear a life jacket all the time. It's unrealistic!

Other (please specify)

12 ft tender

12ft aluminum Jon Boat

19-foot cruiser / bowrider

2 dinghies with outboard engines

4 sailboats. We always wear life jackets on the Sunfish.

air boat

Also, a dinghy

and help operate a nonprofit that owns dragon boats

Bass

Bass boat

Bass boats

Bowrider 19ft

Charger Elite 210 Bass Boat

Compact Pontoon

Crown line ski boat

Dinghy

Dinghy

Dinghy

Do I know You? Then it is not your business.

Fishing skiff

Float tube & Pontoon Float

Friend owns large power boat I'm on often

Houseboat

Houseboat

I own 4 kayaks.

I'm an Outfitter guide have canoes kayaks IKs rafts

Inflatable dinghy

Inflatable kayak

It's a sea kayak with a sail, with an option for a motor; yet so far, I only use the first two, so we'll say kayak and sailboat.

jet boat

Jet boat

Jon boat

Large Cruiser, small run about, small dingy, medium size tin boat with outboard.

long paddle board

Motor Yacht

Mud boat

My dog also wears a life jacket!

Nuconue

open bow

paddle board, windsurfer



pedal boat
Pontoon
Pontoon boat
Pontoon boat
Pontoon boat out bored
Race hydroplane
Racing hydro
Reservoir rig
Row boat
Row boat with electric motor
Sea kayaks
Ship
shopping for a motor boat now
Ski boat
Skiff
Sold the jet skis and sail boats.
Stand up board
Towboat
Tri-toon
Use Head boat they store until mishap. Rather wear my own



Used to own a powerboat for years. Couldn't afford to replace it when it wore out.

various dinghies

Vintage/classic wood boats from the 1950's

Water Fowl (Duck Boat)

water ski boat

Whitewater Rafts

windsurfer

Where did you learn about this survey?

Other (please specify)

ACA

ACA

ACA State Director

American Canoe Association asked all Instructors to take this survey

Boat show

BoatUS

BoatUS

Clean Marina on Facebook

Coast guard

Coast Guard Aux

Co-worker

Daughter

Email

Email from NSBC

Employer

Facebook

Facebook article

FB

Forwarded via ACA

friend

friend



Friend
from a friend
From a friend
From ODNR
grew up boating
Hueston Woods website
I am a member of USCGAUX
I spread awareness on 4th of July and share boating safety as I am an advocate and it is my daughter's legacy to know your a, b, & c 's of boating
I work for Ohio dept. of Natural resources
I've been involved in water safety/drowning prevention for last several years
Kayak club
Kayaking group on FB
My work uses the "Wear It" program to help promote safe boating
News
NMMA Currents
On Facebook
Oregon State Marine Board Facebook page
Popped up on Facebook
Seatow
Social media
State Park Office
Such aux
Taught through parents
Tommy at ACA Florida
United States Power Squadron
United States Power Squadron
United States Power Squadrons National Meeting
US army corps of engineers, Nolin Lake
US Coast Guard Auxiliary
USCG Auxiliary
USCG Auxiliary; conducted previous survey
USCGAUX
USCGAUX
USCGAUX
USCGAUXILIARY
USPS
USPS
USPS
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