

Responsive Management



MEDIA AND MESSAGES ENCOURAGING THE USE OF PERSONAL FLOTATION DEVICES

**Conducted for BoatU.S.
by Responsive Management**

2004

MEDIA AND MESSAGES ENCOURAGING THE USE OF PERSONAL FLOTATION DEVICES

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Responsive Management National Office

Mark Damian Duda, Executive Director
Peter E. De Michele, Ph.D., Director of Research
Martin Jones, Research Associate
Carol Zurawski, Research Associate
William Testerman, Survey Center Manager
Jennifer Marshall, Survey Center Manager
Alison Lanier, Business Manager
Steven J. Bissell, Ph.D., Qualitative Research Associate
Ping Wang, Ph.D., Quantitative Research Associate
James B. Herrick, Ph.D., Research Associate

130 Franklin Street
Harrisonburg, VA 22801
Phone: 540/432-1888 Fax: 540/432-1892
E-mail: mark@responsivemanagement.com
www.responsivemanagement.com

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EXECUTIVE SUMMARY

INTRODUCTION AND METHODOLOGY

This survey was conducted for BoatU.S. to determine the effectiveness of various media and messages encouraging the use of personal flotation devices (PFDs). The telephone survey questionnaire was developed cooperatively by Responsive Management and BoatU.S. Responsive Management conducted a pre-test of the questionnaire, and revisions were made to the questionnaire based on the pre-test.

The sample was chosen to be representative of boating participants, including anglers, boat owners, and participants who did not own a boat. Four states were chosen in disparate locations to ensure that a good cross section of the nation would be included: a western state (Washington), a southern state (Georgia), an eastern state (New Jersey), and a midwestern state (Indiana). Furthermore, the states chosen include coastal and inland states. The actual sample also varied, including licensed anglers, anglers who may or may not have been licensed, and registered boaters. Specifically, the sample was of Washington licensed anglers, New Jersey licensed anglers, Indiana registered boaters, and anglers from Georgia.

The survey was conducted in March to April 2004. Responsive Management obtained a total of 810 completed interviews. The software used for data collection was Questionnaire Programming Language 4.1. The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

PARTICIPATION IN HUNTING, FISHING, AND BOATING

- A large majority of boaters (82%) had fished from a boat in the past 2 years, and a large majority (74%) had freshwater fished. Slightly less than a majority (43%) had saltwater fished in the past 2 years; about a third (32%) had hunted; and a very small percentage (4%) had hunted from a boat in the past 2 years.

- A large majority of boaters (82%) had motorboated, while all other types of boating had participation rates of 26% or less, with sailing at the bottom of the list with 9% having participated in this boating activity.

OWNERSHIP OF BOATS AND TYPES OF BOATS OWNED

- Three-fourths of the total sample (75%) owned a boat.
- Of those who own a boat, 65% own a motorboat, by far the most popular type of boat; no other boat type was owned by more than 11% of boat owners. Also, the majority of boat owners (65%) own only one boat, and 87% own no more than 2 boats.
- Boats of 16 to 26 feet in length are the most popular, followed by boats of less than 16 feet in length.

BOATING COMPANIONS

- When respondents were asked to name all the types of boating companions with whom they go boating, the top answer was friends (43%), followed by immediate family members (spouse, 38%; children, 33%) and extended family (23%).
- Nearly half of those who hunt from a boat usually do so with friends (49%), 23% do so with children, 20% do so with extended family, and 14% do so alone.
- Not quite a majority of those who fish from a boat usually do so with friends (43%), while 29% do so with a spouse, 27% do so with children, and 23% do so with extended family; 9% do so alone.

BOATING SAFETY

- A majority of boaters (53%) disagree that they practice safer boating behavior when boating with family members than they do when boating with friends; 22% agree. It appears that for most people, a double-standard does not exist in that they do not practice safe behavior only

with family; however, nearly a fourth admit that they practice different boating behaviors depending on whether or not they are with family.

- An overwhelming majority of boaters (94%) said that they know a great deal or moderate amount about how to boat safely, and nearly a third of boaters (32%) said they have taken a boating safety course.
- A majority of boaters (59%) agree that all boaters should be required to take a boating safety course; 35% disagree.
- Regarding whether certain subsets of boaters should be required to take a boating safety course:
 - 35% agree that *only* personal watercraft operators should be required to take a boating safety course; 56% disagree.
 - 86% agree that boaters under a certain age should be required to take a boating safety course; 8% disagree. In a follow-up question, 62% of those who agree that boaters under a certain age should be required to take a boating safety course put the age limit below which the course would be required at 18 years of age.

PERSONAL FLOTATION DEVICES (PFDs)

- An overwhelming majority of boaters (95%) say they know a great deal or moderate amount about when a PFD should be worn, and an overwhelming majority (84%) say they know a great deal or moderate amount about who is required to wear a PFD.
- A slight majority of boaters (52%) agree that adult boaters should be required to wear a PFD, but 31% disagree; however, an overwhelming majority of boaters (96%) agree that children should be required to wear a PFD.
- Somewhat less than a majority (41%) agree that PFDs should be worn at all times while boating (53% disagree that PFDs should be worn at all times while boating). The implication of this finding coupled with the previous finding that 52% of boaters agree that adult boaters

should be required to wear a PFD is that some boaters think that adult boaters should be required to wear a PFD, but only under certain conditions rather than at all times.

- An overwhelming majority of boaters (95%) agree that PFDs should be worn while boating under bad weather conditions, but only 55% agree that PFDs should be worn while boating under good weather conditions.
- A majority of boaters (61%) agree that PFDs should be worn on vessels under a certain length, and most commonly that length threshold is boats of less than 16 feet in length.
- More than a fourth of boaters (26%) say they rarely or never wear a PFD while boating, and nearly an equal percentage (25%) say they always wear a PFD while boating; nearly all the remaining boaters (49%) say they sometimes wear a PFD while boating.
- Nearly a third (31%) of those who hunt from a boat say they always wear a PFD while hunting from a boat. However, 40% of those who hunt from a boat rarely or never wear a PFD while hunting from a boat. Anglers have worse boating behavior vis-à-vis PFD use than do hunters: only 22% of anglers who fish from a boat say they always wear a PFD while fishing from a boat, and 41% of anglers say they rarely or never wear a PFD when fishing from a boat.

MEDIA ENCOURAGING PFD USE

- Of those who had seen information or an advertisement regarding the use of PFDs, only 14% said the information/advertisement made them start wearing a PFD.
- A majority of those who always or sometimes wear a PFD while boating said that one of the main reasons is safety/responsibility for others (80% gave this answer). No other response was given by more than 6% of respondents.
- Most commonly, those who said they rarely or never wear a PFD said that one of the main reasons for not wearing the PFD is that PFDs are uncomfortable/restrict movement (49%),

and a substantial percentage (38%) gave the response that he/she does not feel the need for wearing a PFD/that he/she has good swimming skills/that he/she is comfortable around water.

- Respondents were asked about whether eight scenarios would make them wear a PFD more frequently or less frequently or whether there would be no change in frequency of use under the scenario. The top scenario that would make boaters wear a PFD more frequently would be if somebody the boater knew had drowned because he/she was not wearing a PFD (63% said this would make them wear a PFD more frequently). Two other answers were given by substantial percentages of boaters: 50% said knowing that 91 percent of sportsmen who died in boating accidents between 1995 and 2000 were not wearing a PFD would make them wear a PFD more frequently, and 46% said seeing a compelling television commercial or program that talked about the importance of wearing a PFD would make them wear a PFD more frequently.
- Boaters were asked about the effectiveness of four different themes or approaches that messages could take that would encourage them to wear a PFD, and the top message themes/approaches were guilt responsibility (59% said a message that takes a guilt approach—the responsibility to one’s family—would be very effective in encouraging them to wear a PFD) and serious consequences (56% said this approach would be very effective). The lowest ranked approach was the humorous approach—only 19% said this would be very effective.
- A majority of boaters (65%) had not seen any advertisements or information regarding the use of PFDs; otherwise, 10% had seen television commercials, 8% had seen print advertisements, and 8% had seen television programs.
- Boaters were asked if they had seen advertisements or information regarding PFDs in or on nine different locations/media. More than a third (35%) had seen advertisements/information at Cabela’s, followed closely by the Outdoor Channel (32%). Other important media/

locations include BASS magazine (25%), the Outdoor Life Network (24%), and ESPN2 (19%).

- When boaters were asked about the effectiveness of eleven types of media in encouraging them to wear a PFD, the top two types of media were television programs (29%) and boating manuals (29%); no other response was given by more than 10% of respondents.
- Boaters were asked about the effectiveness of four potential advertisements in encouraging them to wear a PFD. The advertisements seen as the most effective would be advertisements depicting anglers wearing PFDs while fishing: 33% said that an advertisement depicting a boater wearing a PFD while saltwater fishing would be very effective in encouraging them to wear a PFD, and 26% said the same about freshwater fishing. The lowest ranked advertisement is the one that depicts a boater wearing a PFD while waterfowl hunting, which 23% of boaters said would be very effective.

MEDIA ENCOURAGING BOATING

- A majority of boaters had not seen any advertisements or information in the past 2 years that encouraged them to go boating; otherwise, 12% had seen television commercials, 9% had seen print ads, and 9% had seen television programs.
- Boaters were asked about the effectiveness of 11 types of media at encouraging them to participate in boating: television was the top type of media (29% said television would be an excellent way to encourage them to go boating), followed by magazines (13%) and displays at stores (11%).
- Although most of those who saw any advertisements or information about boating said that the advertisements/information did not encourage them to go boating, nearly a third (31%) said the advertisements/information encouraged them to go boating.

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INTRODUCTION AND METHODOLOGY

This survey was conducted for BoatU.S. to determine the effectiveness of various media and messages encouraging the use of personal flotation devices (PFDs). For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. In addition, a central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of outdoor recreation and natural resources. The telephone survey questionnaire was developed cooperatively by Responsive Management and BoatU.S. Responsive Management conducted a pre-test of the questionnaire, and revisions were made to the questionnaire based on the pre-test.

The sample was chosen to be representative of boating participants, including anglers, boat owners, and participants who did not own a boat. Four states were chosen in disparate locations to ensure that a good cross section of the nation would be included: a western state (Washington), a southern state (Georgia), an eastern state (New Jersey), and a midwestern state (Indiana). Furthermore, the states chosen include coastal and inland states. The actual sample also varied, including licensed anglers, anglers who may or may not have been licensed, and registered boaters. Specifically, the sample was of Washington licensed anglers, New Jersey licensed anglers, Indiana registered boaters, and anglers from Georgia.

To ensure that the telephone survey data collected were of the highest quality, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers conducted project briefings with the interviewers prior to the administration of the survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey instrument, reading of the survey instrument, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument. The Survey Center Managers randomly monitored telephone workstations without the interviewers' knowledge to evaluate the

performance of each interviewer. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians edited each completed survey to ensure clarity and completeness.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 6:00 p.m., and Sunday from 3:00 p.m. to 7:00 p.m., all local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in March to April 2004.

Responsive Management obtained a total of 810 completed interviews.

The software used for data collection was Questionnaire Programming Language 4.1 (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey instrument was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection. The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

For this report, the sampling error could not be determined precisely because the size of the potential sample pool, i.e., the size of the population from which the survey sample was drawn, cannot be accurately determined.

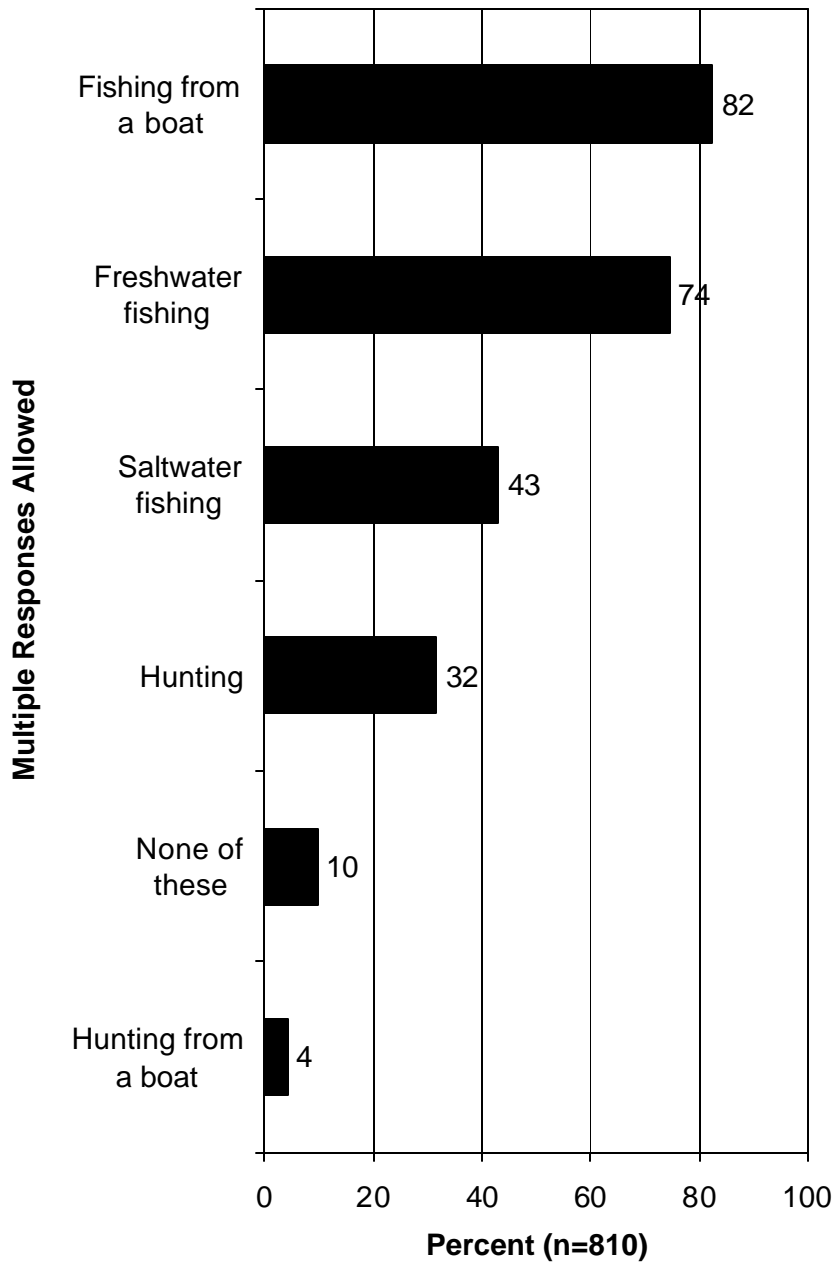
Note that some results may not sum to exactly 100% because of rounding.

PARTICIPATION IN HUNTING, FISHING, AND BOATING

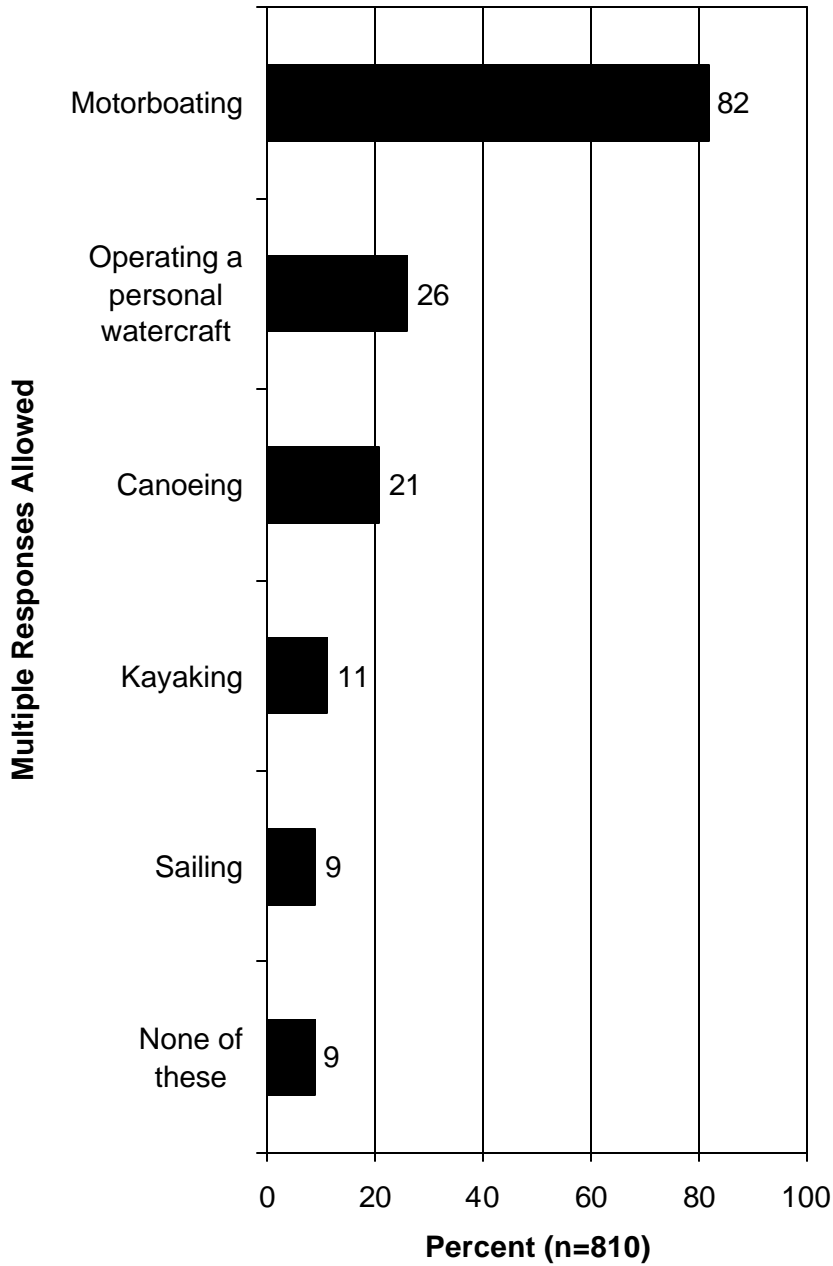
- The graph that follows shows the percentages of boaters who participated in each activity (multiple answers were allowed—some respondents indicated more than one activity). A large majority (82%) had fished from a boat in the past 2 years, and a large majority (74%) had freshwater fished. Slightly less than a majority (43%) had saltwater fished in the past 2 years; about a third (32%) had hunted; and a very small percentage (4%) had hunted from a boat in the past 2 years.

- The next graph in this section shows the percentages of boaters who had participated in each boating activity. A large majority (82%) had motorboated, while all other types of boating had participation rates of 26% or less, with sailing at the bottom of the list with 9% having participated in this boating activity.

Q10. In the past 2 years, have you been...?



Q12. In which of the following boating activities have you participated in the past 2 years?



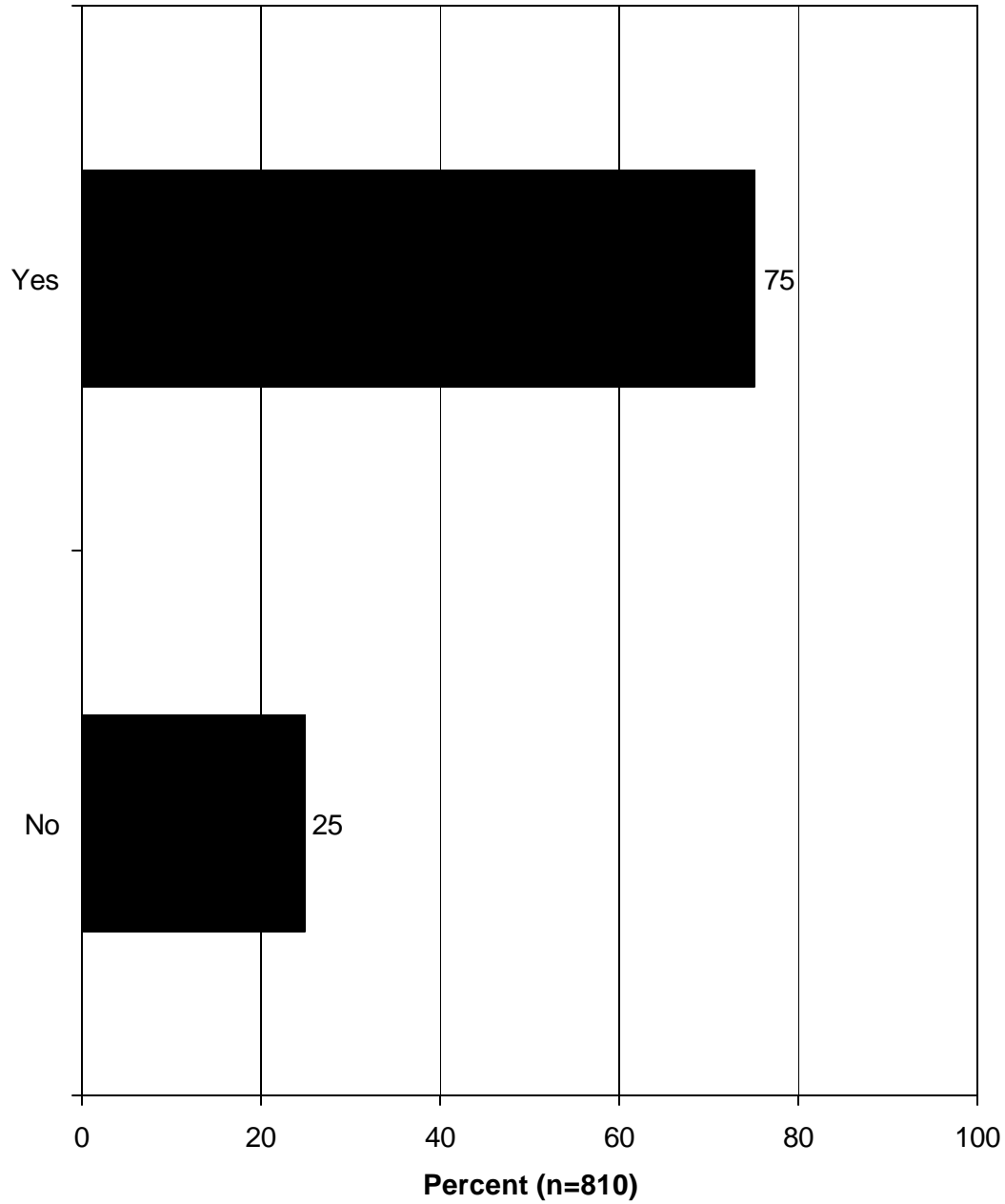
OWNERSHIP OF BOATS AND TYPES OF BOATS OWNED

- Three-fourths of the total sample (75%) owned a boat.

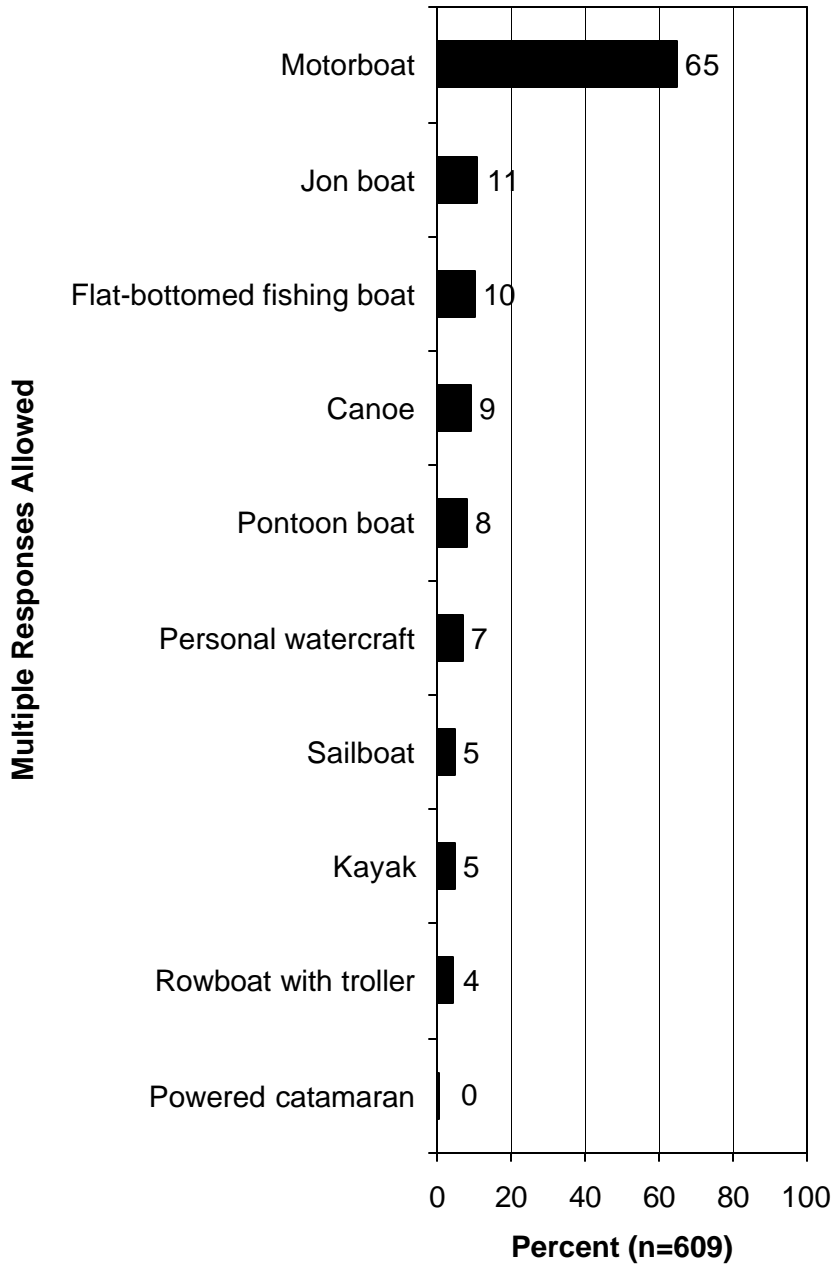
- Of those who own a boat, 65% own a motorboat, by far the most popular type of boat; no other boat type was owned by more than 11% of boat owners. Also, the majority of boat owners (65%) own only one boat, and 87% own no more than 2 boats.

- Boats of 16 to 26 feet in length are the most popular, followed by boats of less than 16 feet in length.
 - The majority of boat owners (62%) own a boat of between 16 and 26 feet in length, and a substantial percentage (47%) own a boat of less than 16 feet (note that multiple answers are allowed because some respondents owned more than one boat).

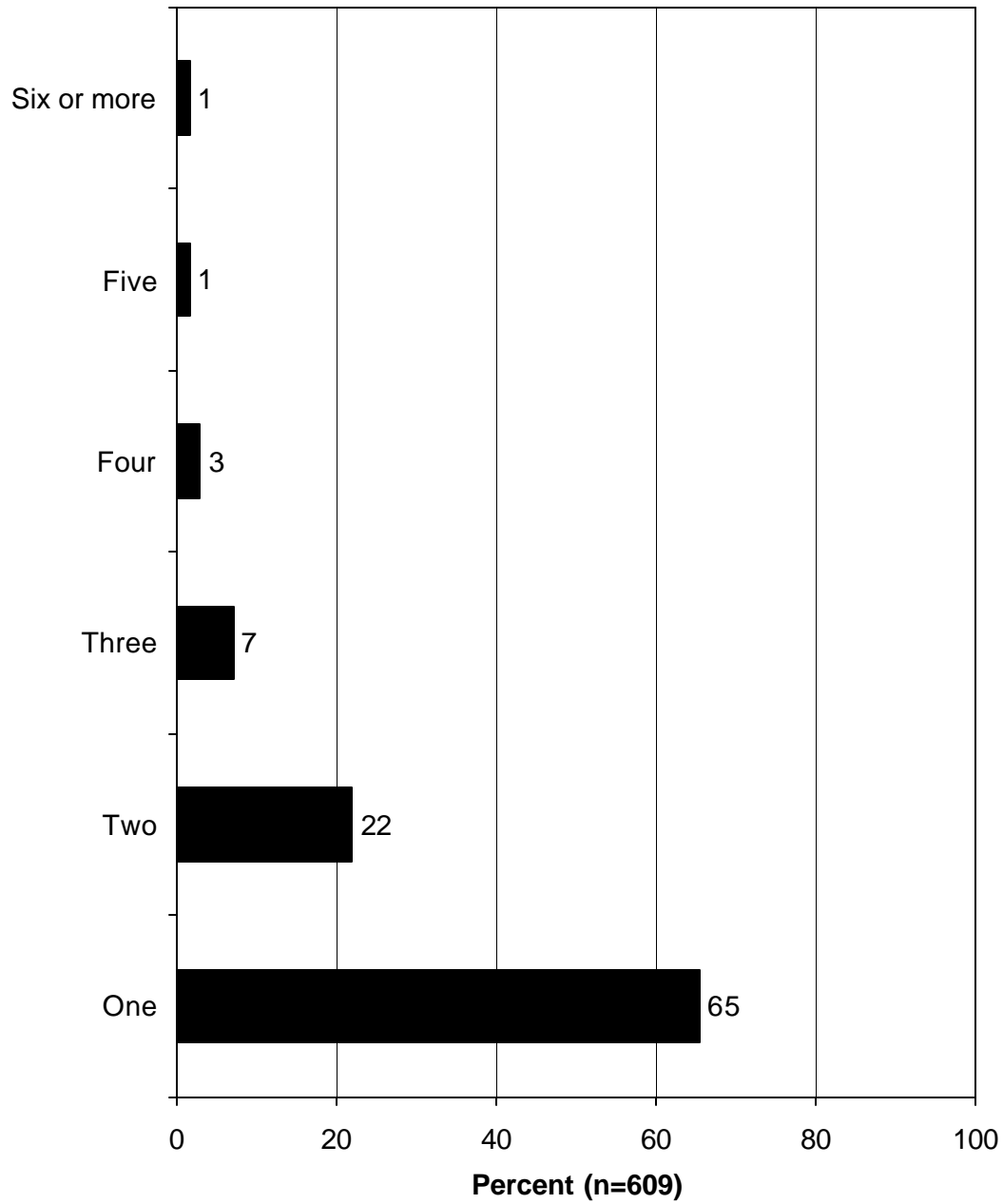
Q13. Do you own a boat?



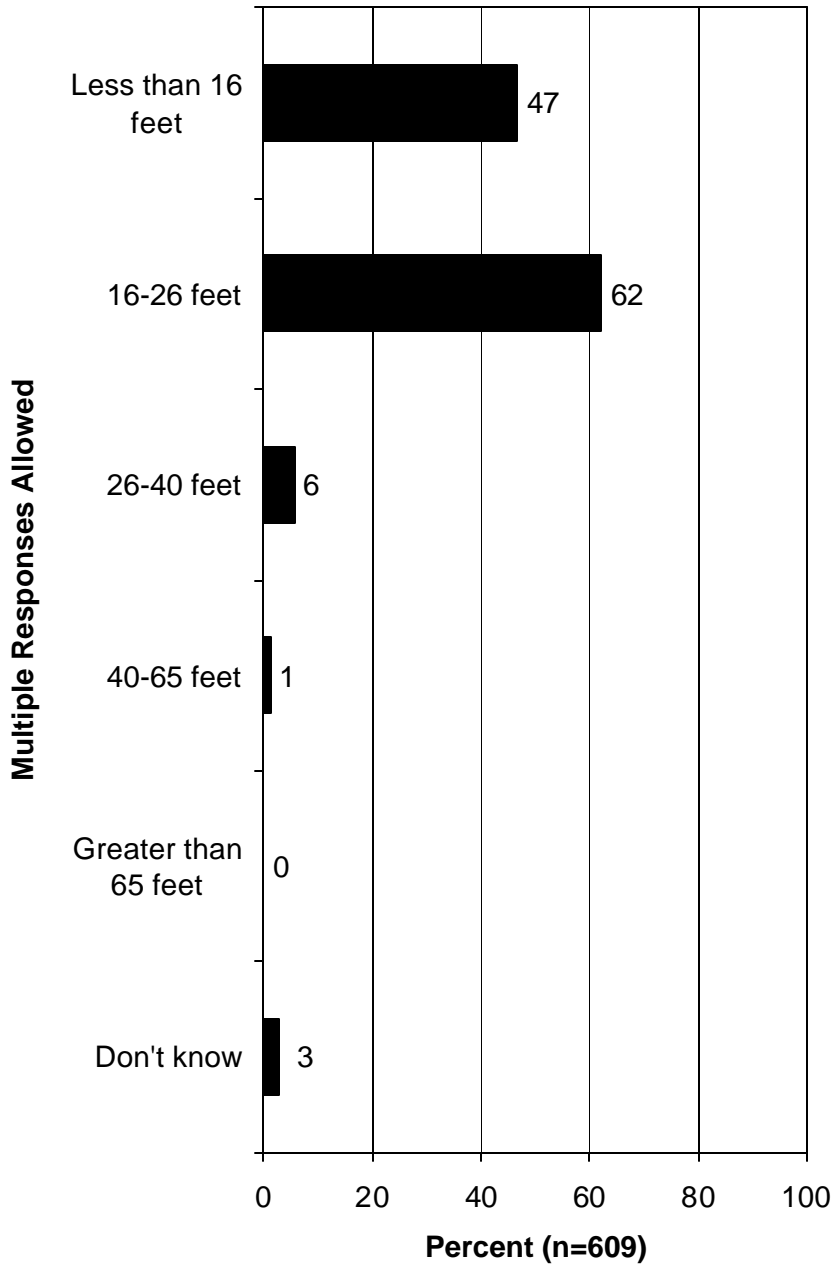
Q15. What type(s) of boat(s) do you own? (Asked of those who own a boat.)



Q17. How many boats do you own? (Asked of those who own a boat.)



Q19. What length(s) is (are) the boat(s) that you own? (Asked of those who own a boat.)



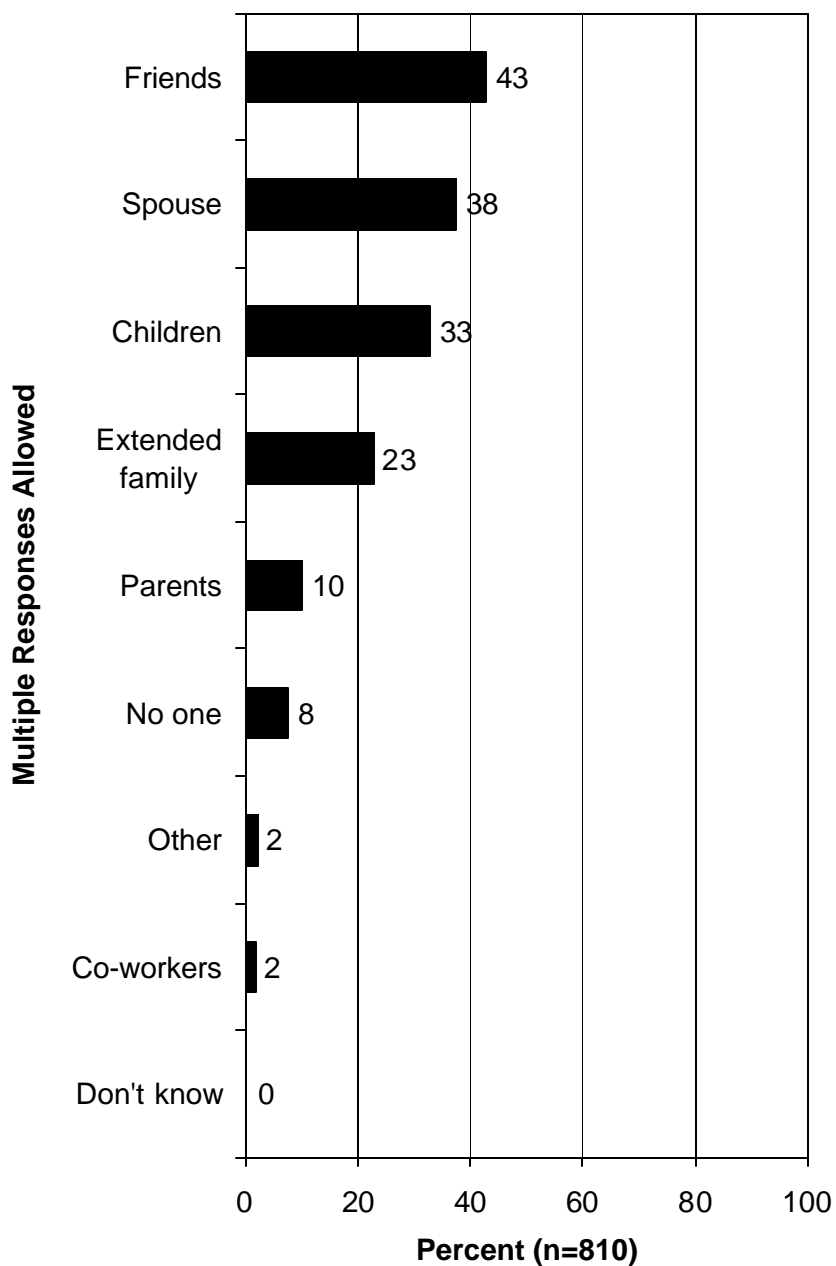
BOATING COMPANIONS

- When respondents were asked to name all the types of boating companions with whom they go boating, the top answer was friends, followed by immediate family members and then extended family.
 - 43% usually boat with friends; in a follow-up question, 36% of those who usually boat with friends or co-workers boat with them 100% of the time.
 - 38% usually boat with their spouse, and 33% usually boat with their children.
 - 23% usually boat with extended family members, and 10% usually boat with parents.
 - In a follow-up question, 48% of those who said they usually boat with family members boat with them 100% of the time.
 - 8% said they usually boat alone; in a follow-up question, roughly a third of those who usually boat alone (32%) said that they boat alone exclusively.
 - Note that multiple answers were allowed.

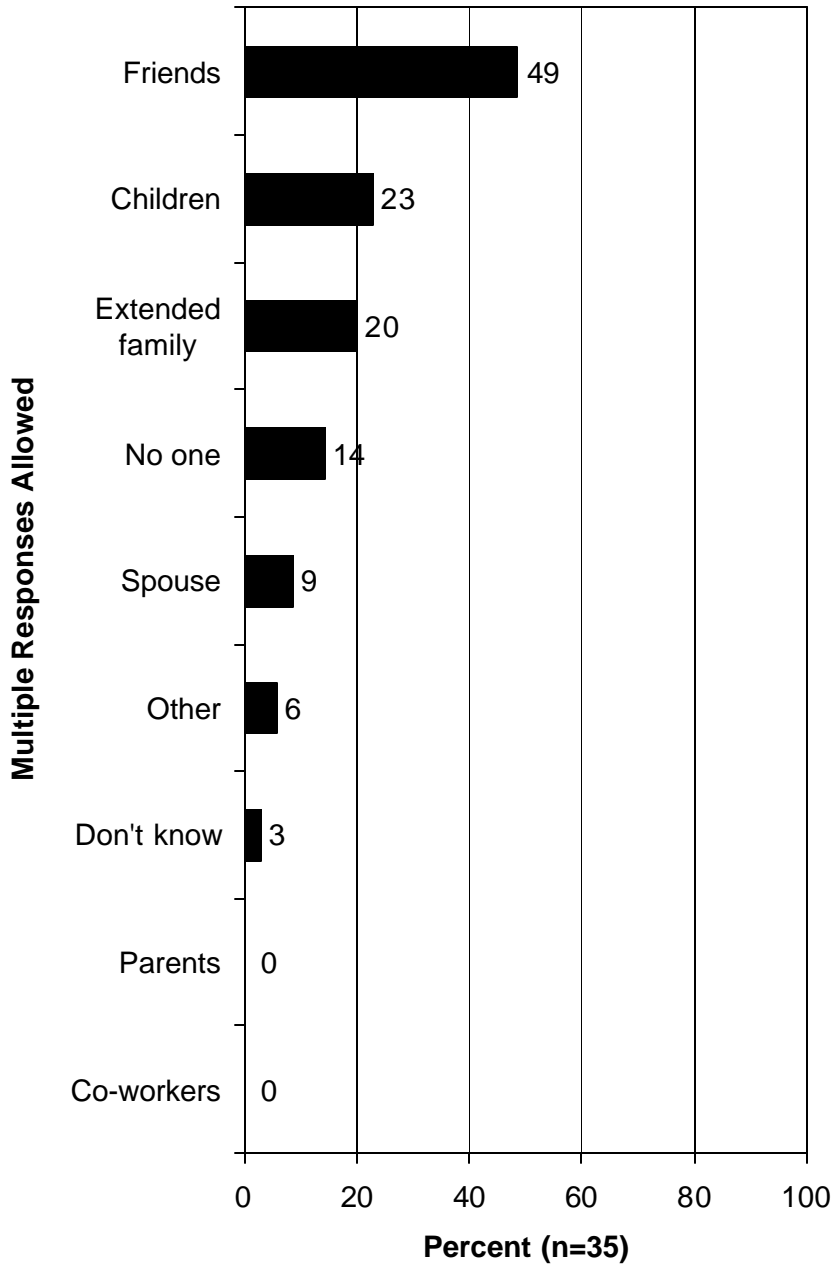
- Nearly half of those who hunt from a boat usually do so with friends (49%), 23% do so with children, 20% do so with extended family, and 14% do so alone.

- Not quite a majority of those who fish from a boat usually do so with friends (43%), while 29% do so with a spouse (in this respect, the results are quite different than the results regarding hunting from a boat—only 9% of those who hunt from a boat do so with a spouse), 27% do so with children, and 23% do so with extended family; 9% do so alone.

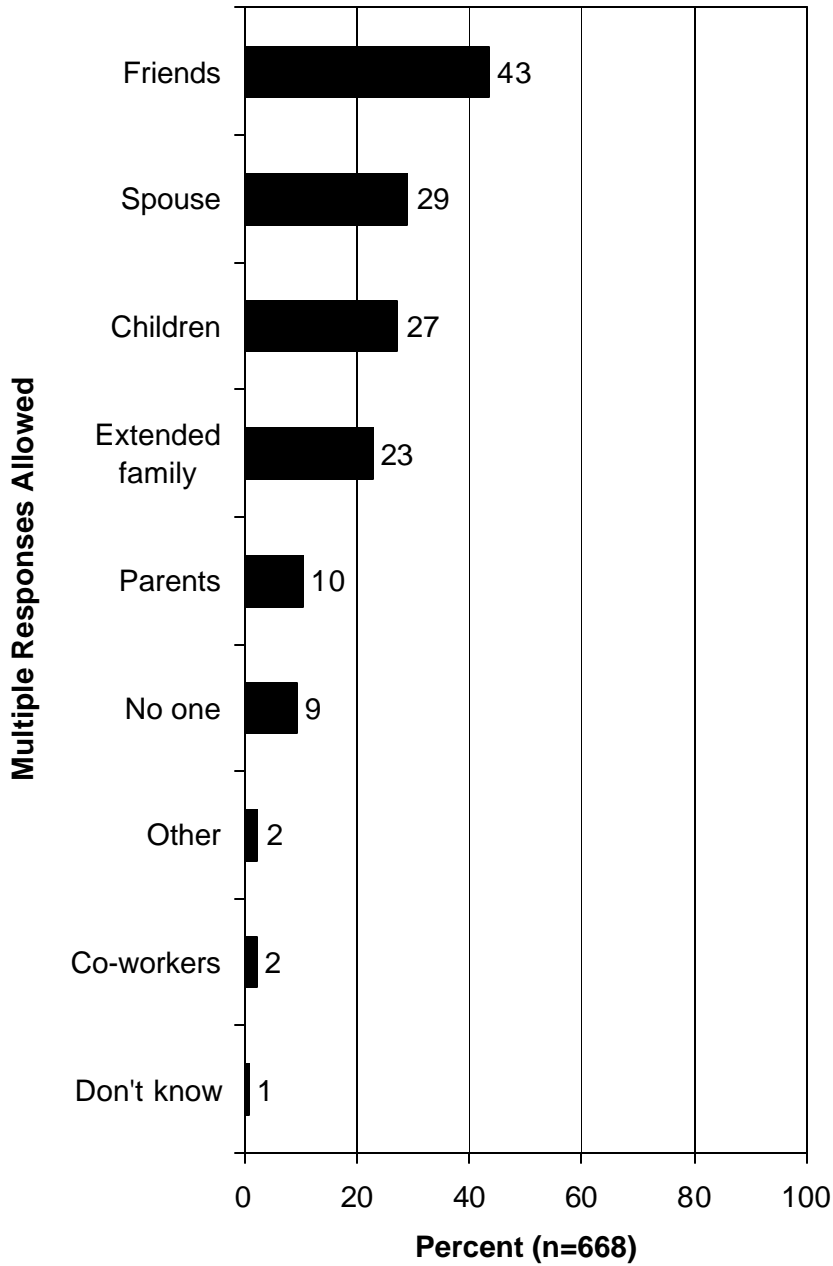
Q21. With whom do you usually go boating?



Q27. With whom do you usually go hunting from a boat? (Asked of those who had hunted from a boat in the past 2 years.)



Q30. With whom do you usually go fishing from a boat? (Asked of those who had fished from a boat in the past 2 years.)



BOATING SAFETY

- A majority of boaters (53%) disagree that they practice safer boating behavior when boating with family members than they do when boating with friends; 22% agree. It appears that for most people, a double-standard does not exist in that they do not practice safe behavior only with family; however, nearly a fourth admit that they practice different boating behaviors depending on whether or not they are with family.

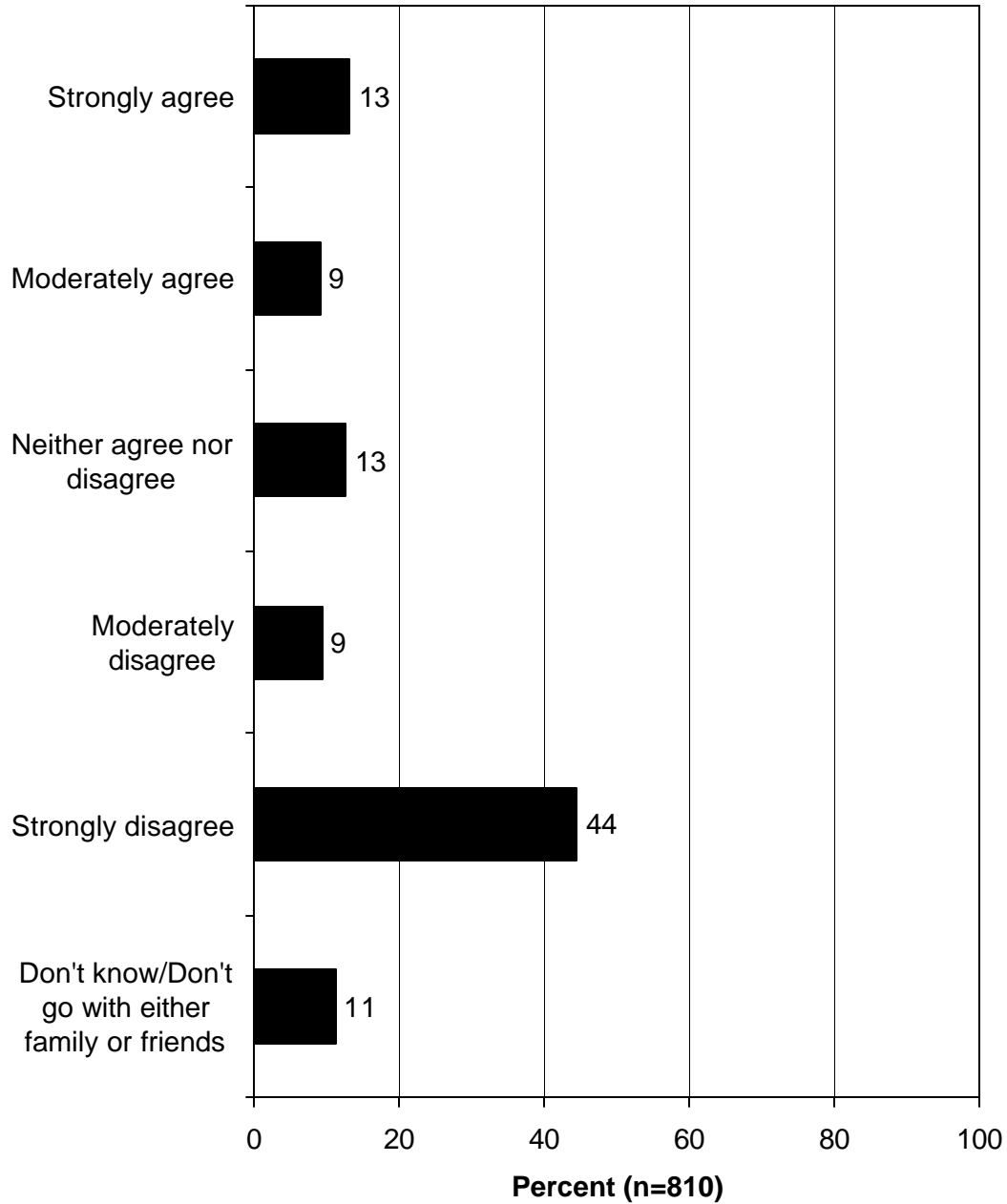
- An overwhelming majority of boaters (94%) said that they know a great deal or moderate amount about how to boat safely.

- Nearly a third of boaters (32%) said they have taken a boating safety course.

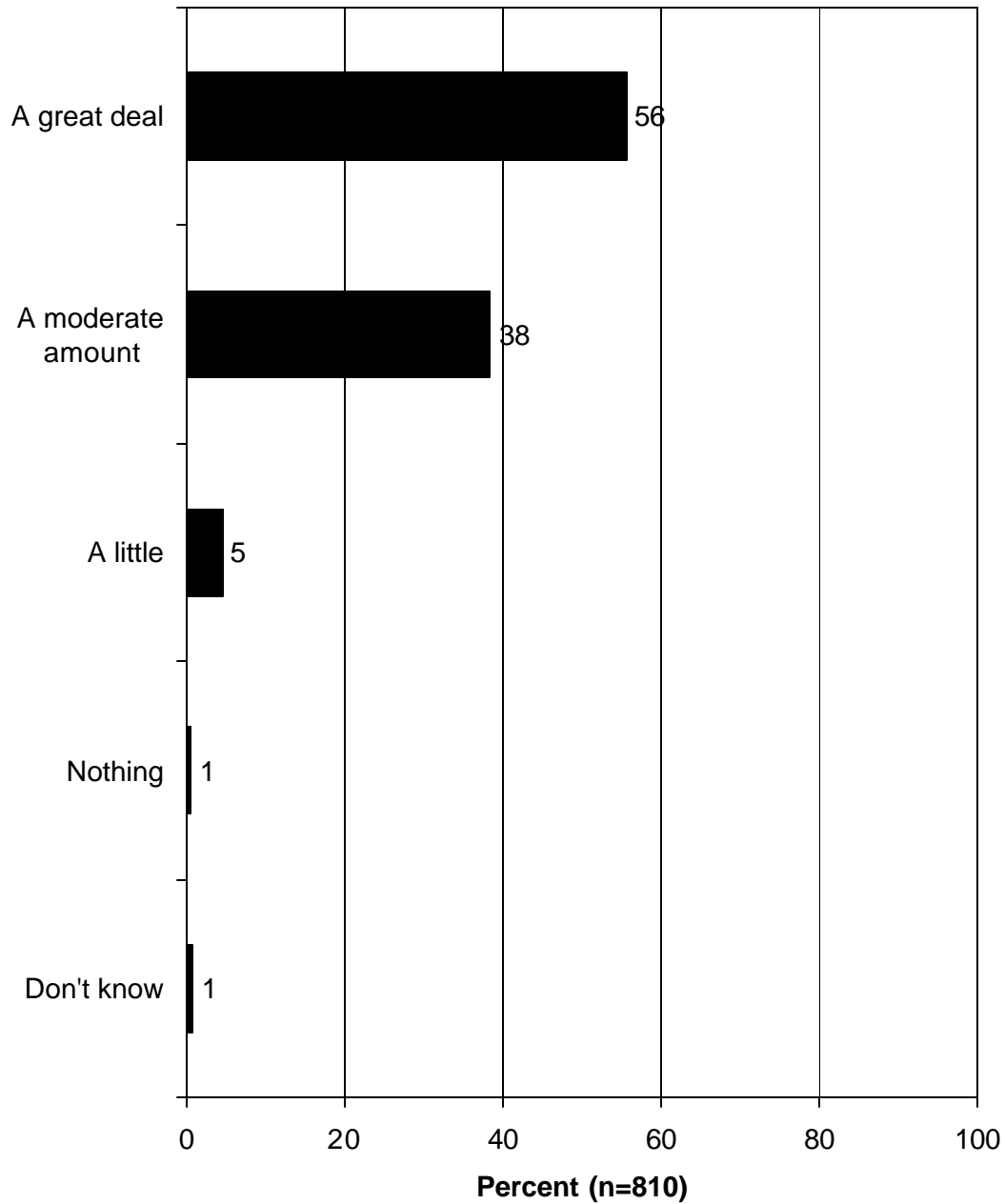
- A majority of boaters (59%) agree that all boaters should be required to take a boating safety course; 35% disagree.

- Regarding whether certain subsets of boaters should be required to take a boating safety course:
 - 35% agree that *only* personal watercraft operators should be required to take a boating safety course; 56% disagree.
 - 86% agree that boaters under a certain age should be required to take a boating safety course; 8% disagree. In a follow-up question, 62% of those who agree that boaters under a certain age should be required to take a boating safety course put the age limit below which the course would be required at 18 years of age.

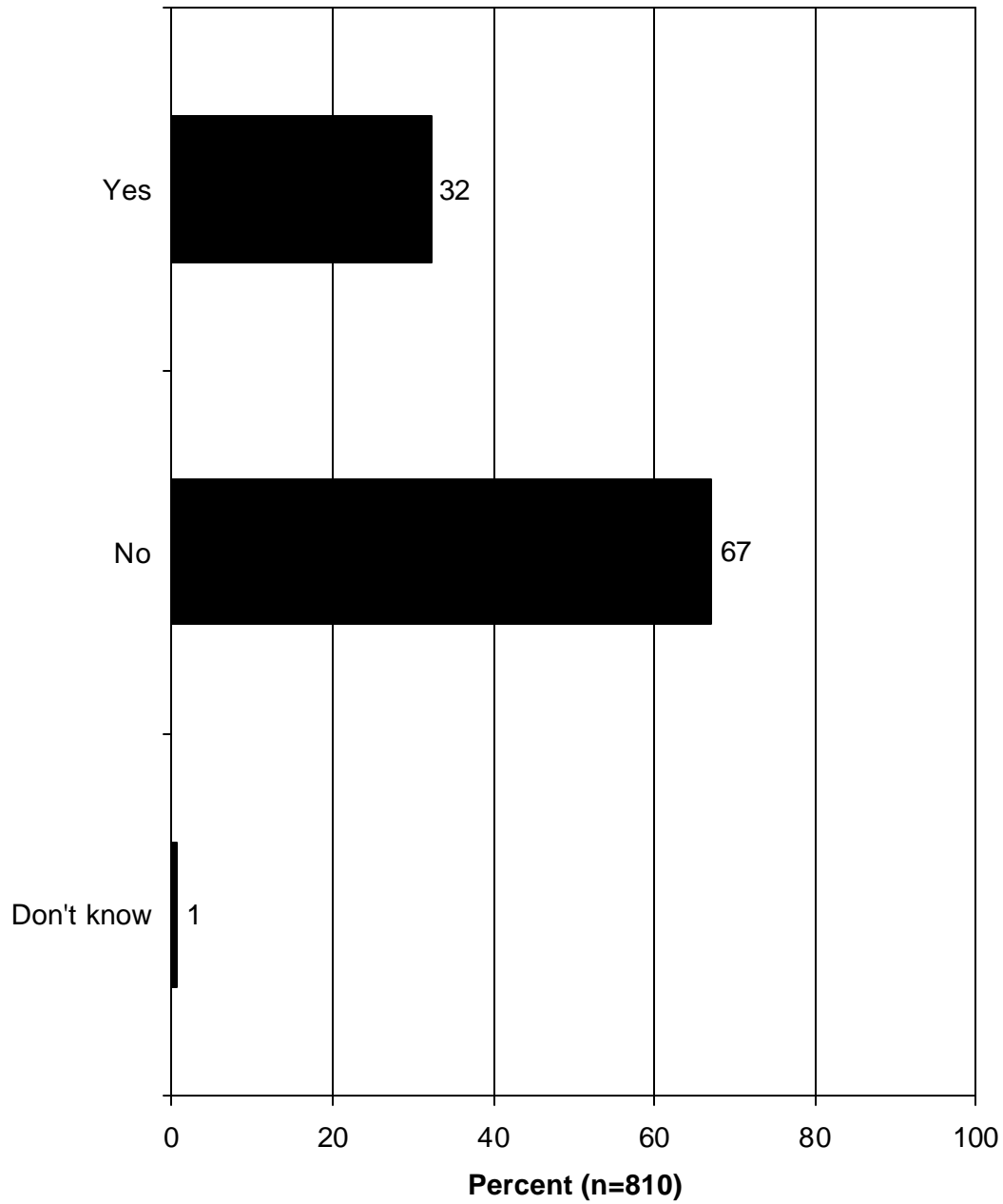
Q32. Do you agree or disagree that you practice safer boating behavior when you are with family members than you do when you are with friends?



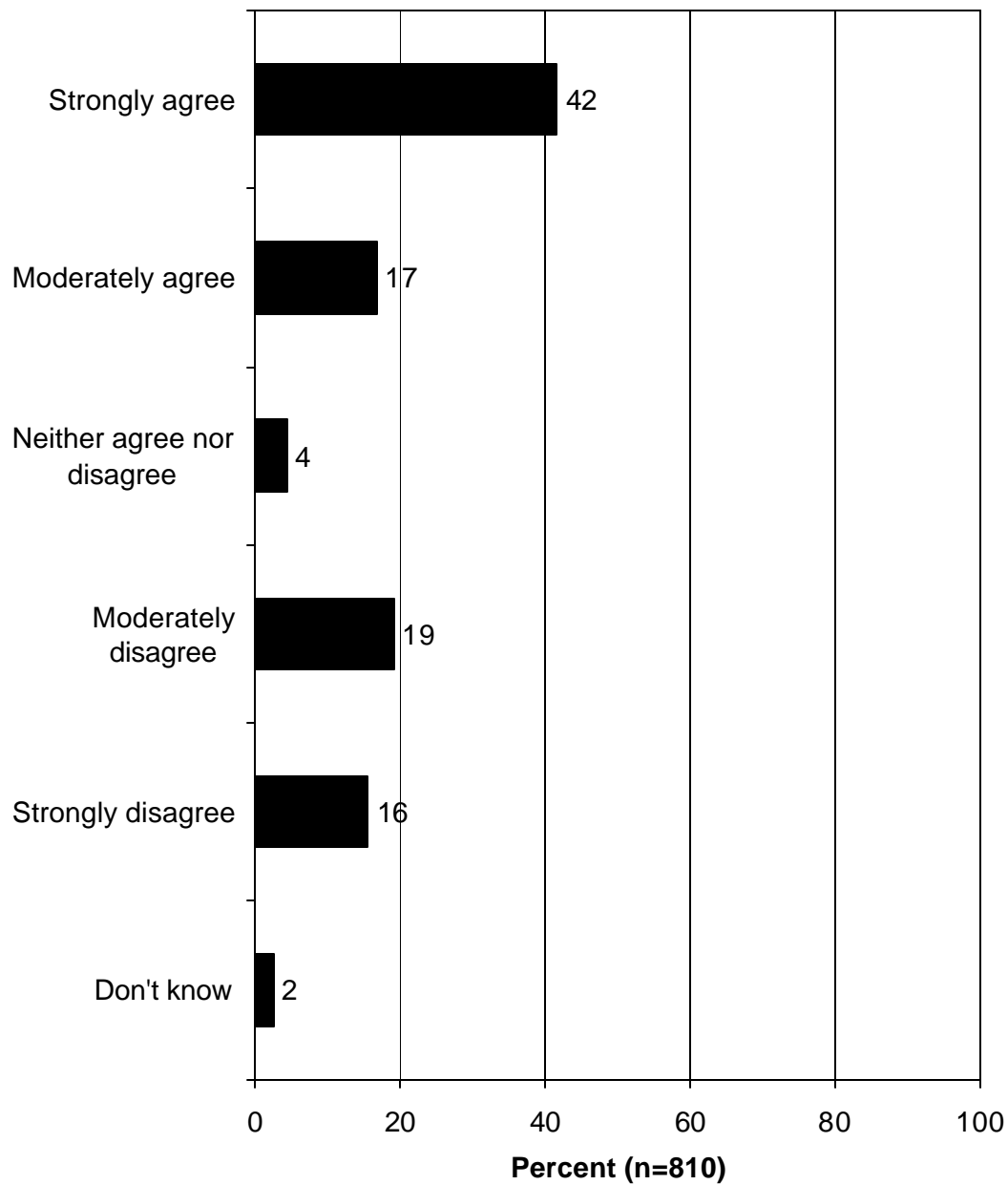
Q33. Would you say you know a great deal, a moderate amount, a little, or nothing about how to boat safely?



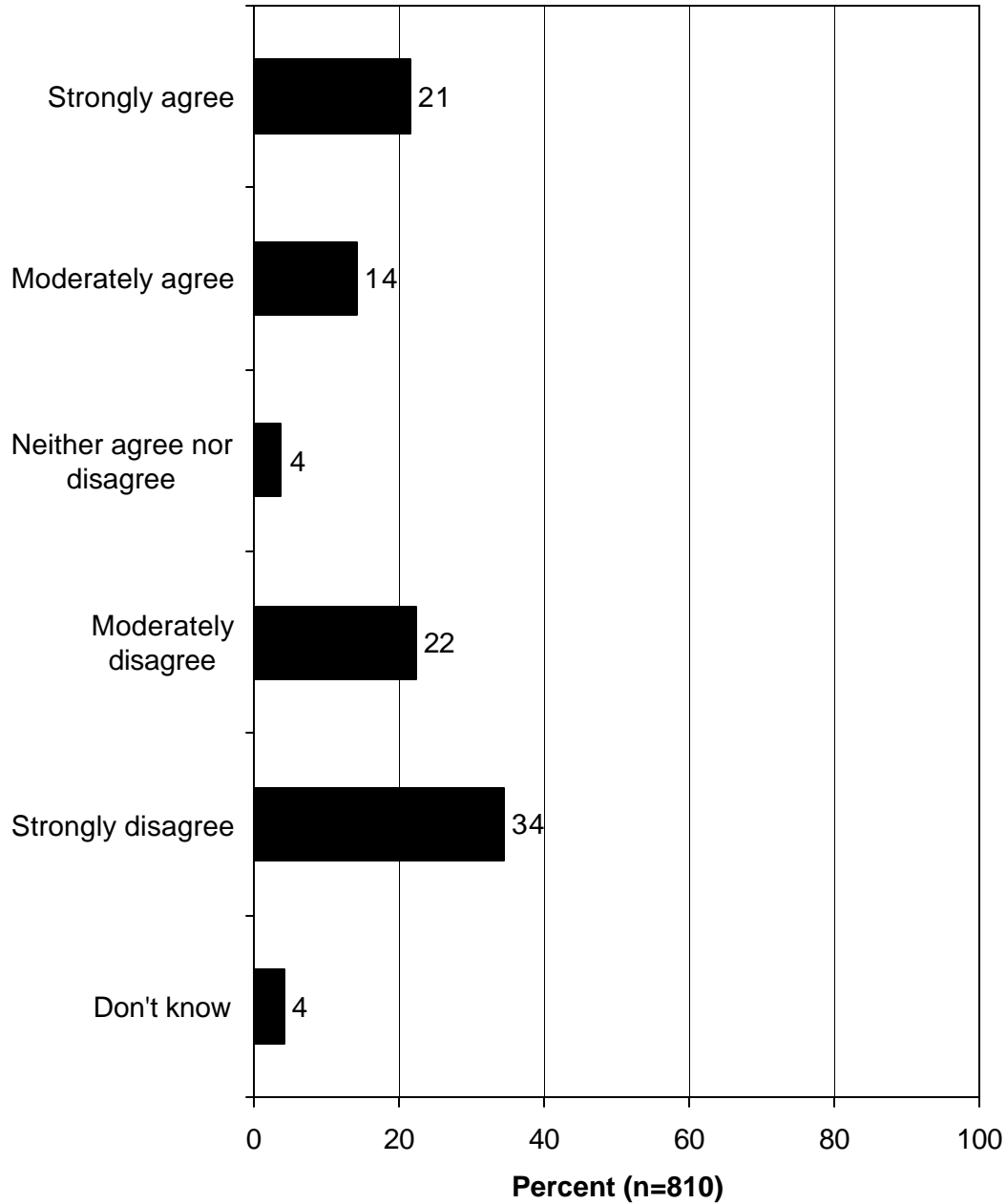
Q34. Have you ever taken a boating safety course?



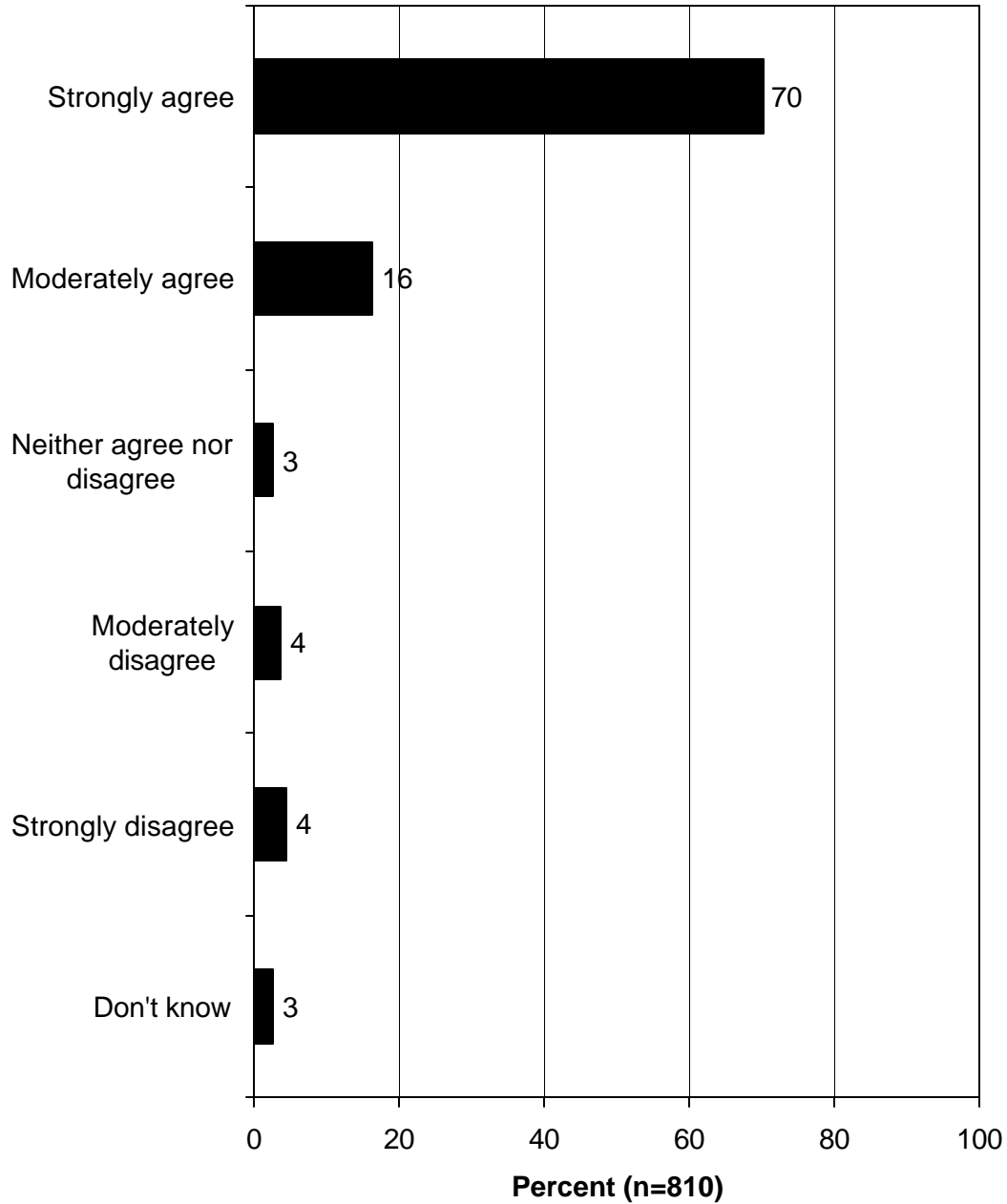
Q38. Do you agree or disagree that all boaters should be required to take a boating safety course?



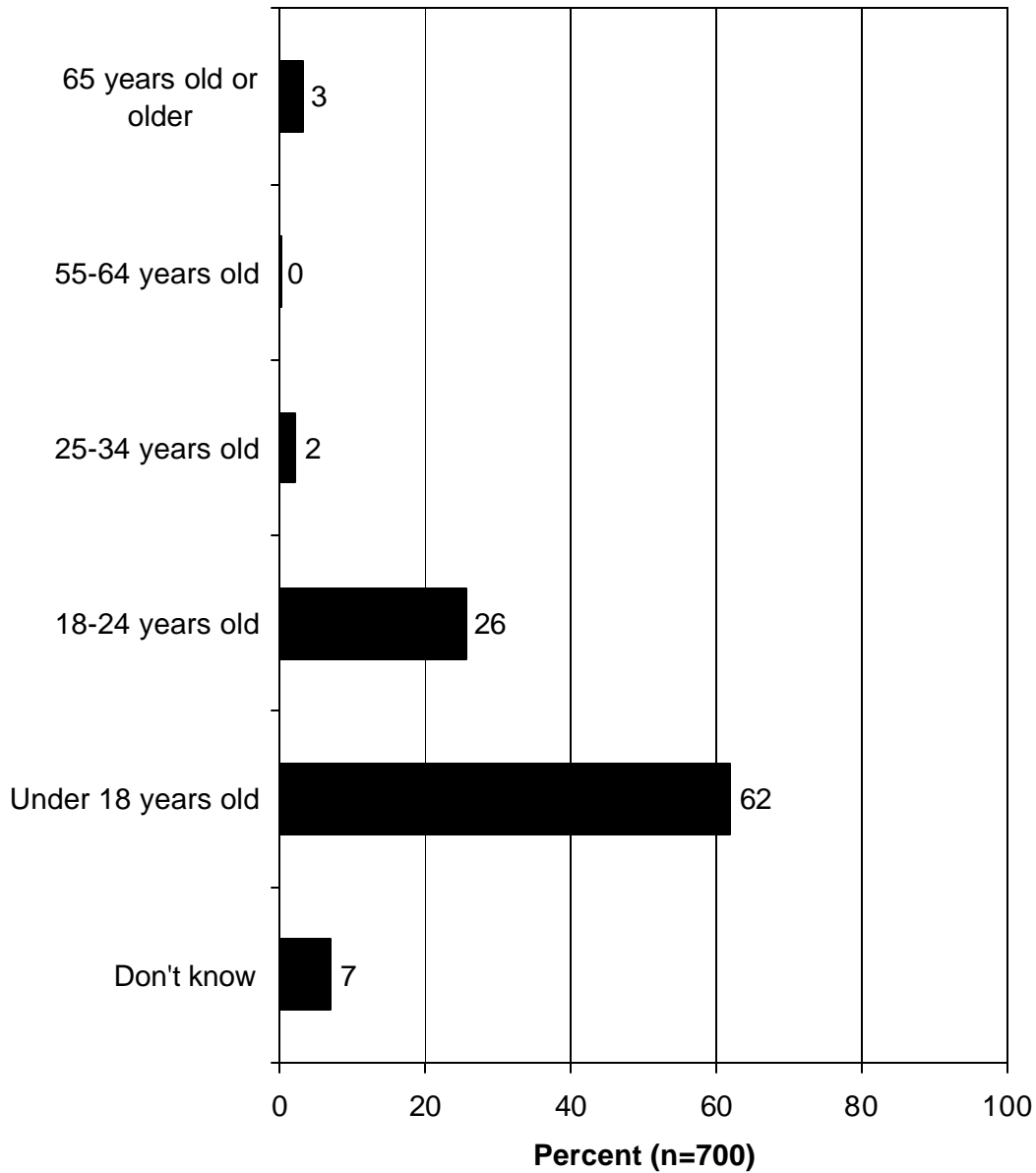
Q35. Do you agree or disagree that only personal watercraft operators should be required to take a boating safety course?



Q36. Do you agree or disagree that boaters under a certain age should be required to take a boating safety course?



**Q37. Under what age do you think boaters should be required to take a boating safety course?
(Asked of those who agreed boaters under a certain age should be required to take a boating safety course.)**

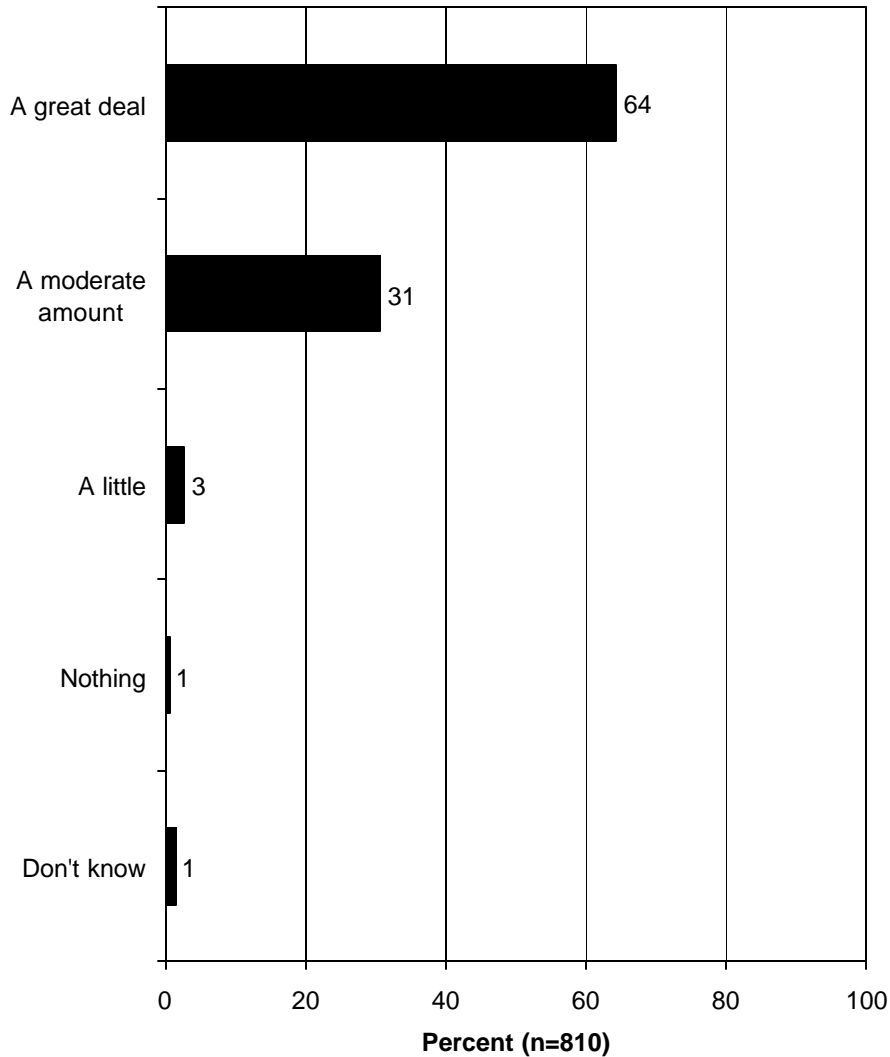


PERSONAL FLOTATION DEVICES (PFDS)

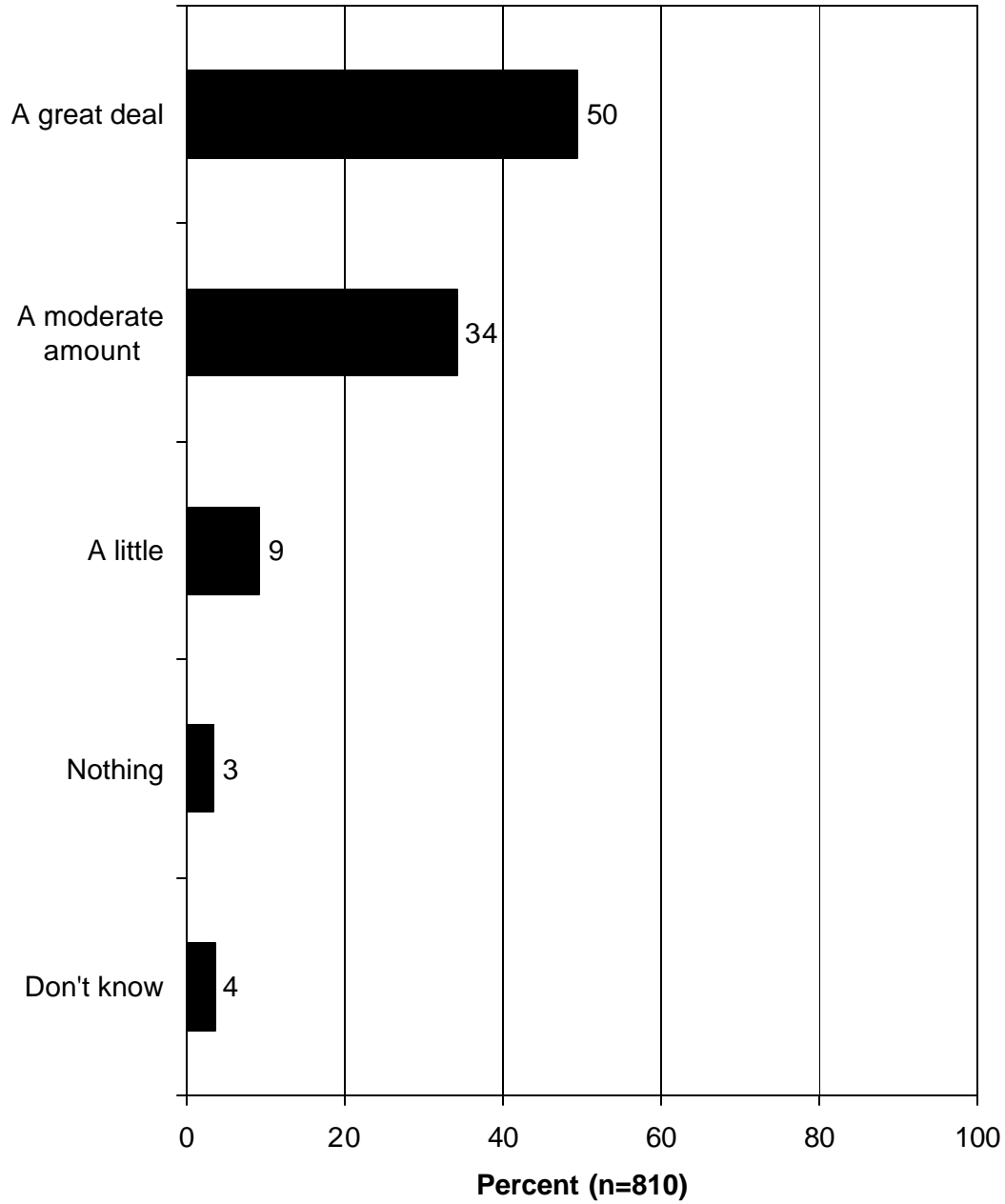
KNOWLEDGE OF PFD REQUIREMENTS

- An overwhelming majority of boaters (95%) say they know a great deal or moderate amount about when a PFD should be worn, and an overwhelming majority (84%) say they know a great deal or moderate amount about who is required to wear a PFD.

Q39. Would you say you know a great deal, a moderate amount, a little, or nothing about when a personal flotation device (PFD) should be worn?



Q40. Would you say you know a great deal, a moderate amount, a little, or nothing about who is required, by law, to wear a PFD?

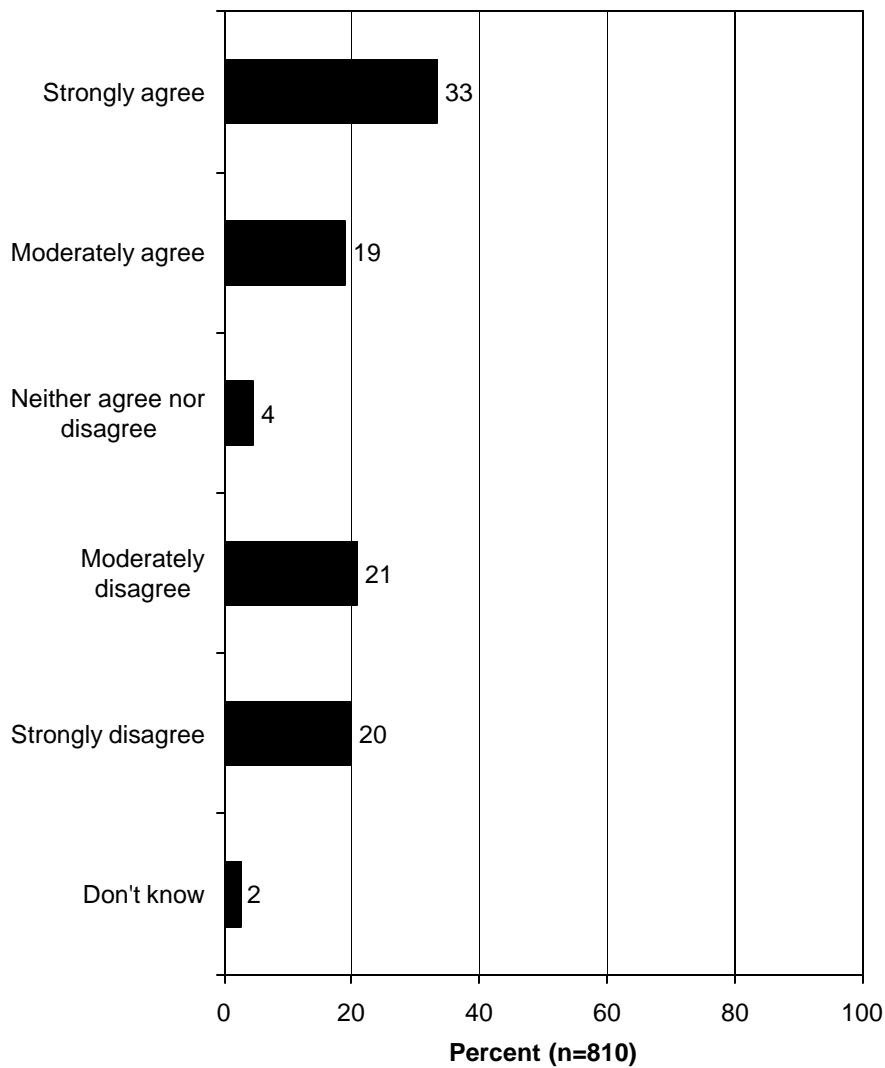


OPINIONS ON USE OF PFDS

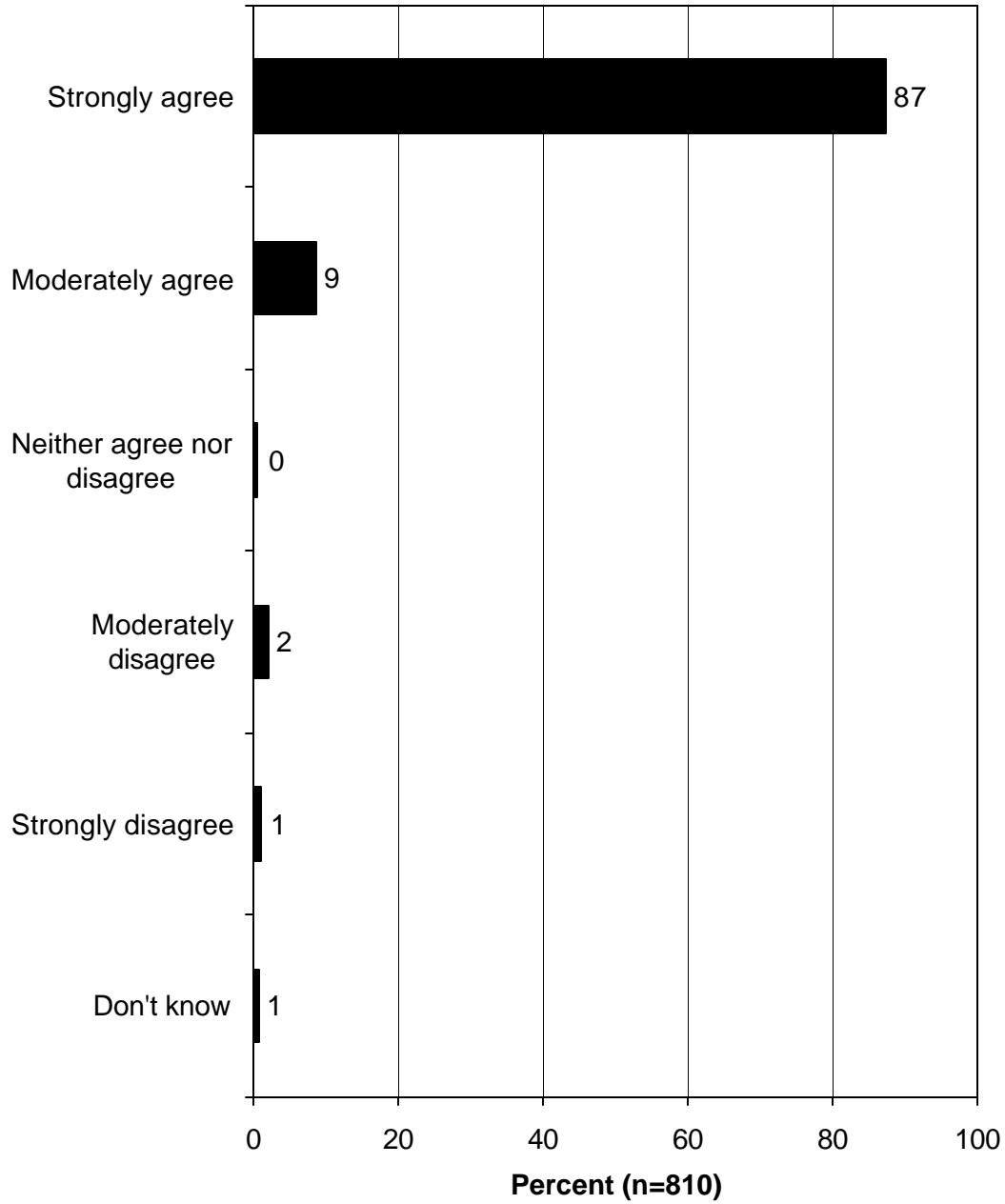
Opinions on Who Should Use PFDS

- A slight majority of boaters (52%) agree that adult boaters should be required to wear a PFD, but 31% disagree; however, an overwhelming majority of boaters (96%) agree that children should be required to wear a PFD.

Q41. Do you agree or disagree that adult boaters should be required to wear a PFD?



Q42. Do you agree or disagree that children boaters should be required to wear a PFD?



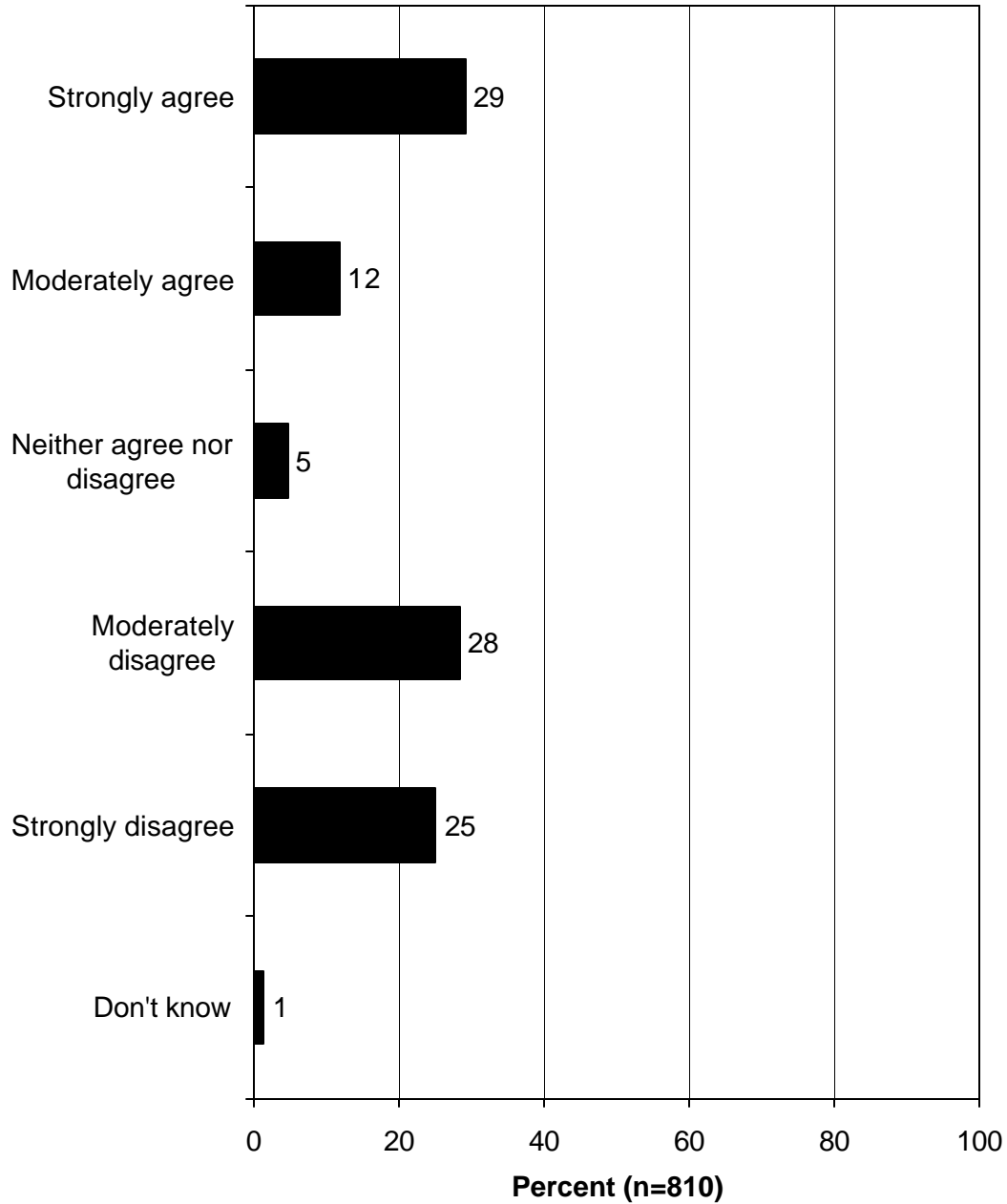
Opinions on When PFDs Should be Worn

- Although Question 41 in the previous section found that 52% of boaters agree that adult boaters should be required to wear a PFD, less than that (41%) agree that PFDs should be worn at all times while boating (53% disagree that PFDs should be worn at all times while boating). The implication is that some boaters think that adult boaters should be required to wear a PFD, but only under certain conditions rather than at all times.

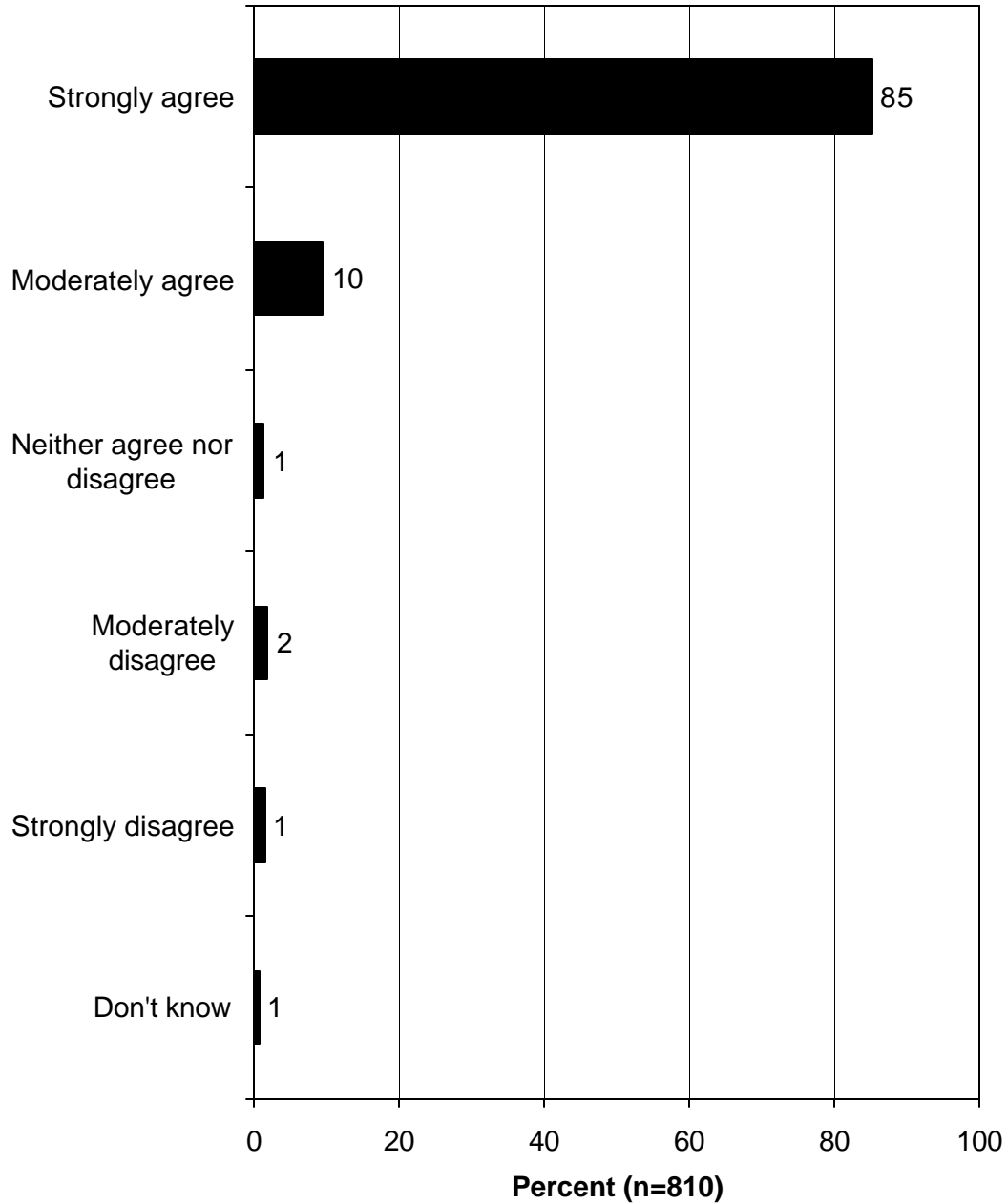
- An overwhelming majority of boaters (95%) agree that PFDs should be worn while boating under bad weather conditions, but only 55% agree that PFDs should be worn while boating under good weather conditions. (Interestingly, most boating fatalities occur when there is no stronger than a “light wind,” when visibility is good or fair, and when wave conditions are no worse than “choppy”—waves of 2 feet or less.)

- A majority of boaters (61%) agree that PFDs should be worn on vessels under a certain length, and most commonly that length threshold is boats of less than 16 feet in length (36% of those who agree that PFDs should be worn on vessels under a certain length gave this answer).

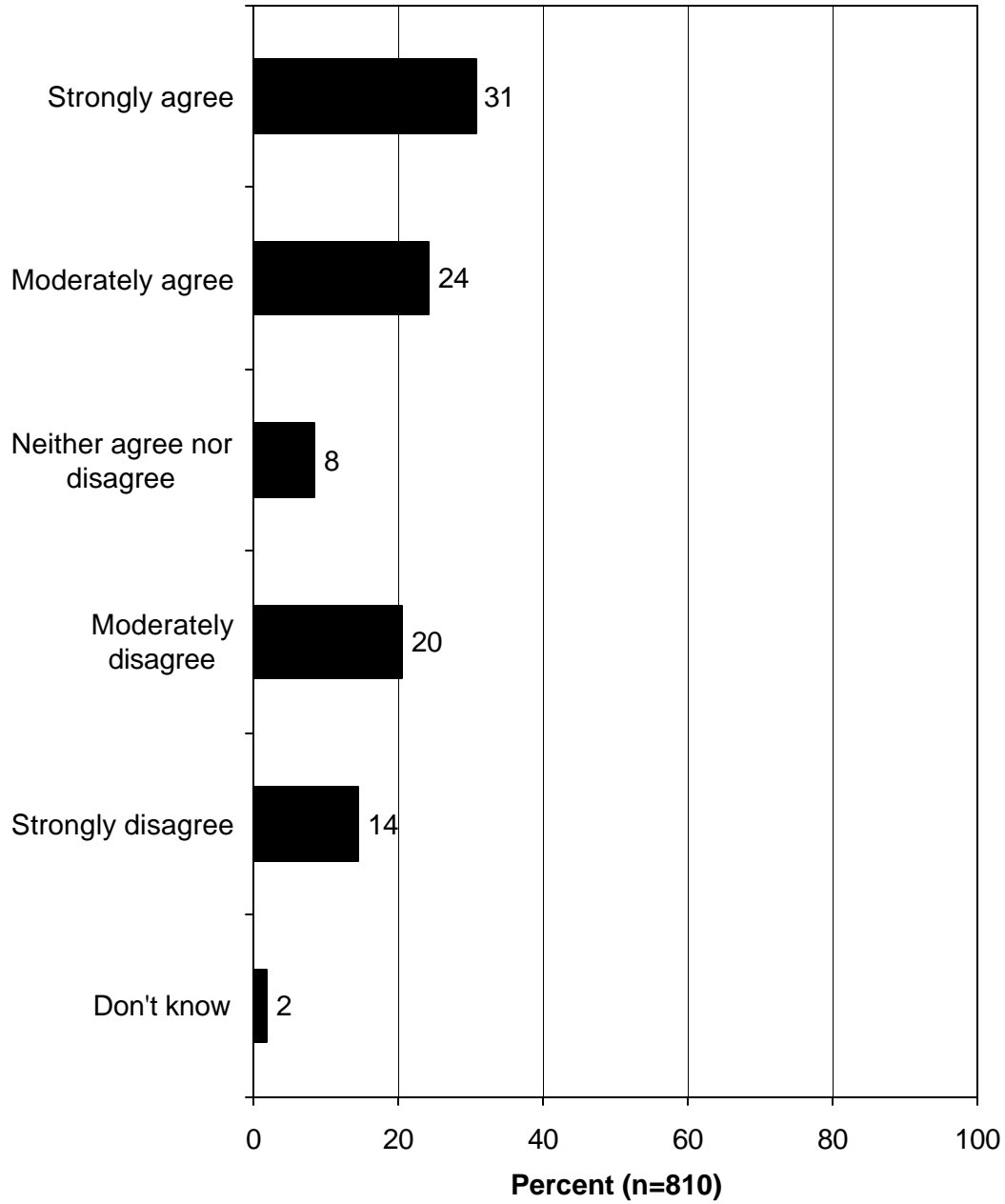
Q47. Do you agree or disagree that PFDs should be worn at all times while boating?



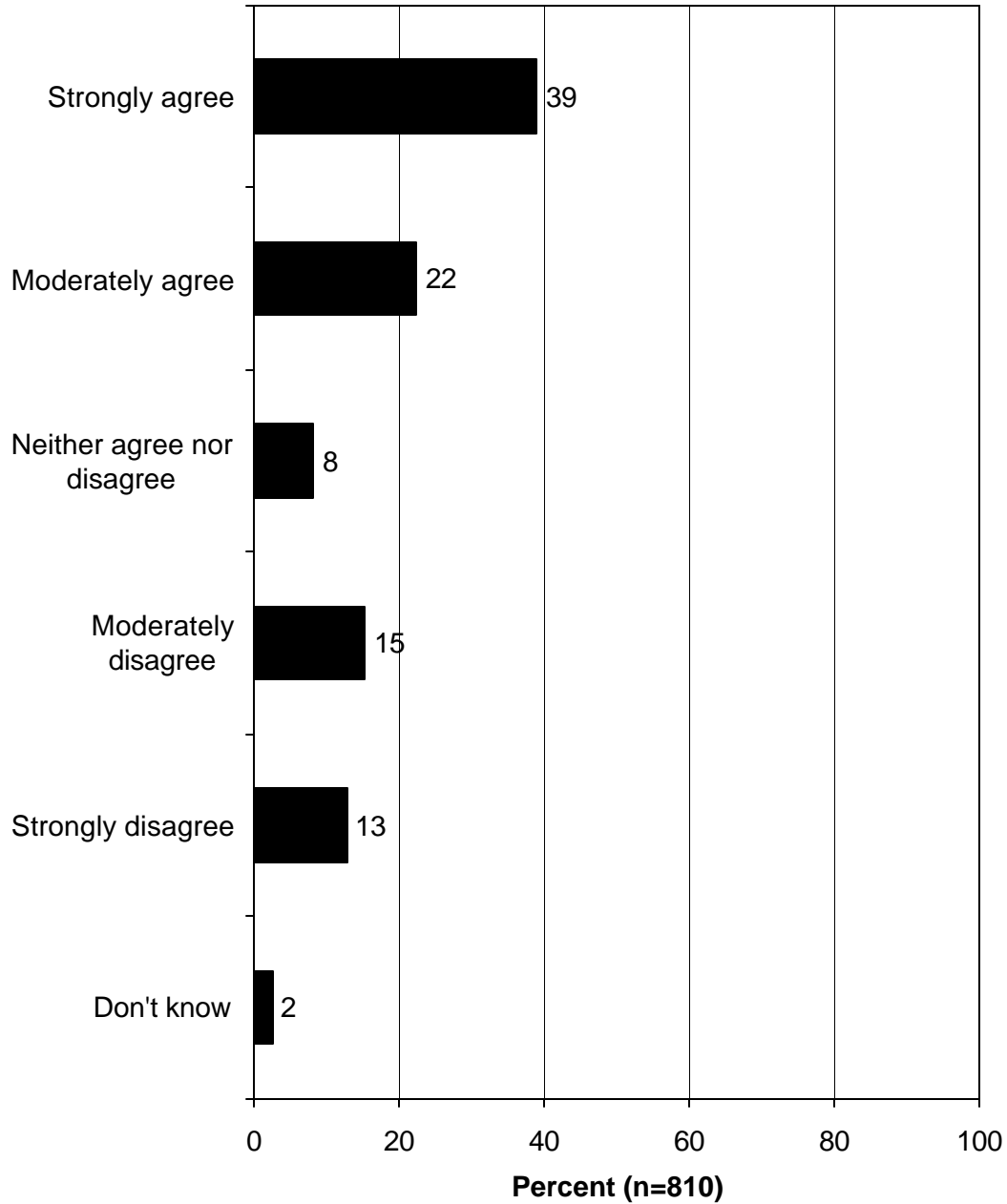
Q43. Do you agree or disagree that PFDs should be worn under bad weather conditions while boating?



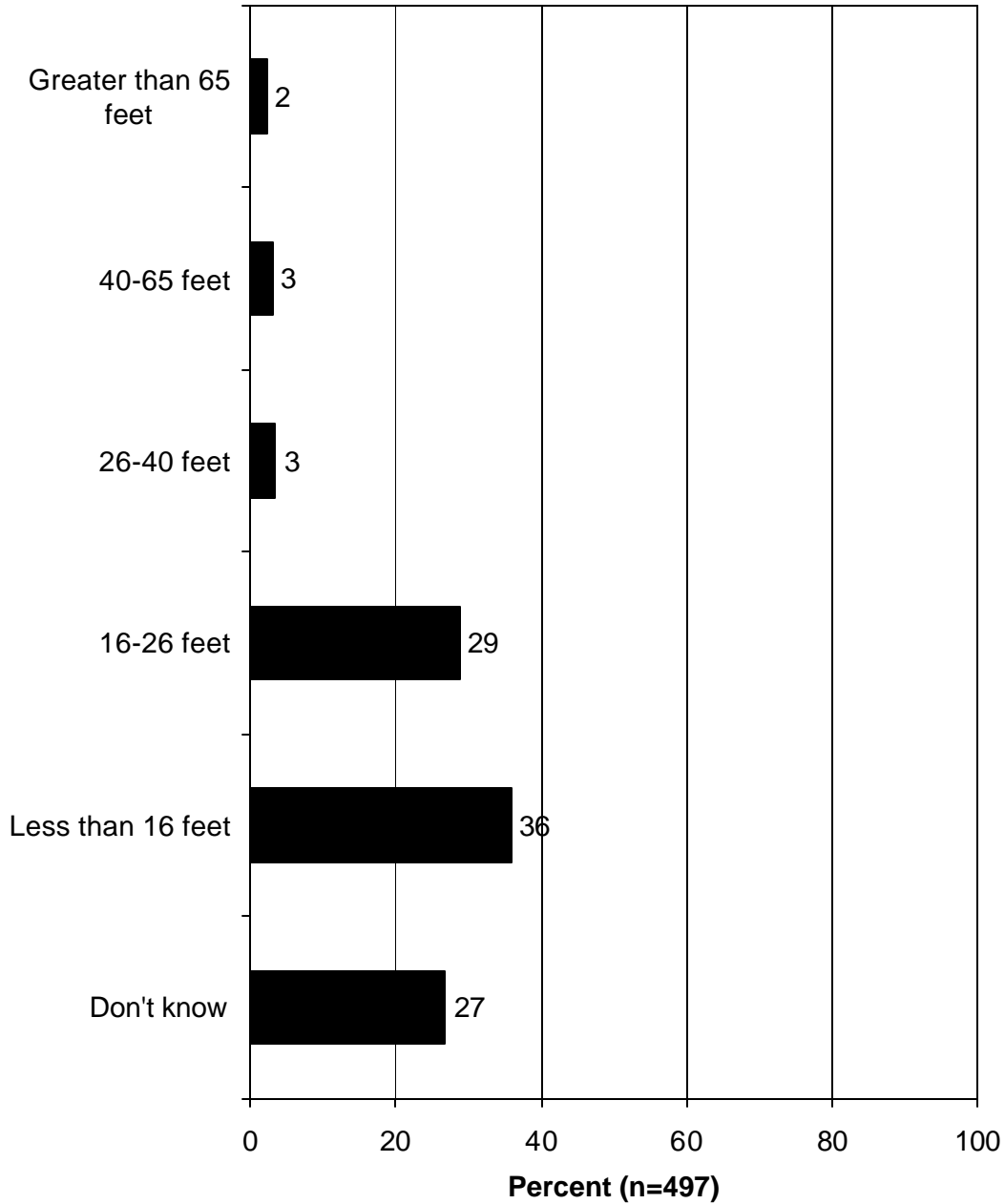
Q44. Do you agree or disagree that PFDs should be worn under good weather conditions while boating?



Q45. Do you agree or disagree that PFDs should be worn on vessels under a certain length?



Q46. Under what length vessel do you think boaters should be required to wear a PFD? (Asked of those who agree that PFDs should be worn on vessels under a certain length.)



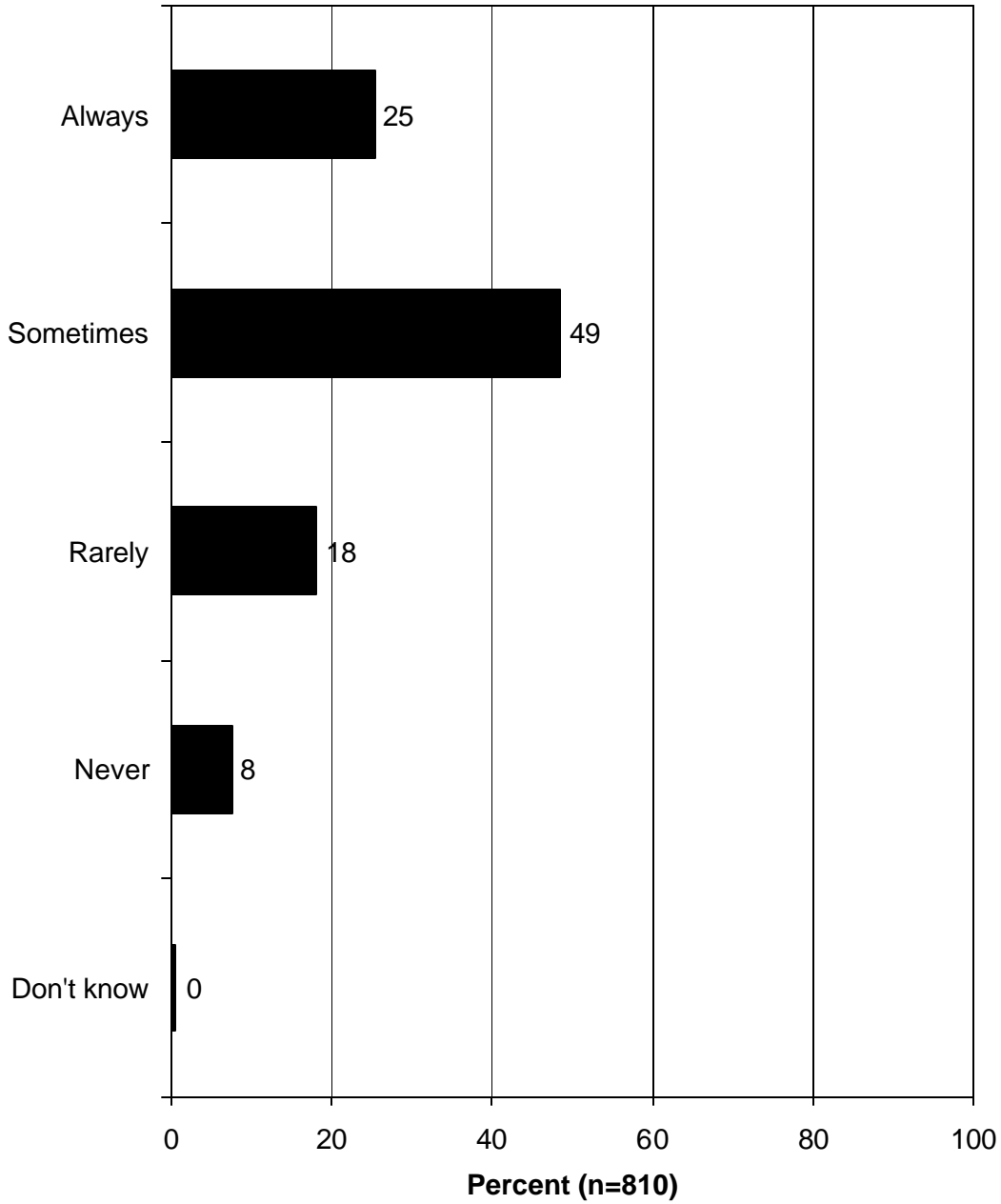
ACTUAL USE OF PFDS

- More than a fourth of boaters (26%) say they rarely or never wear a PFD while boating, and nearly an equal percentage (25%) say they always wear a PFD while boating; nearly all the remaining boaters (49%) say they sometimes wear a PFD while boating.

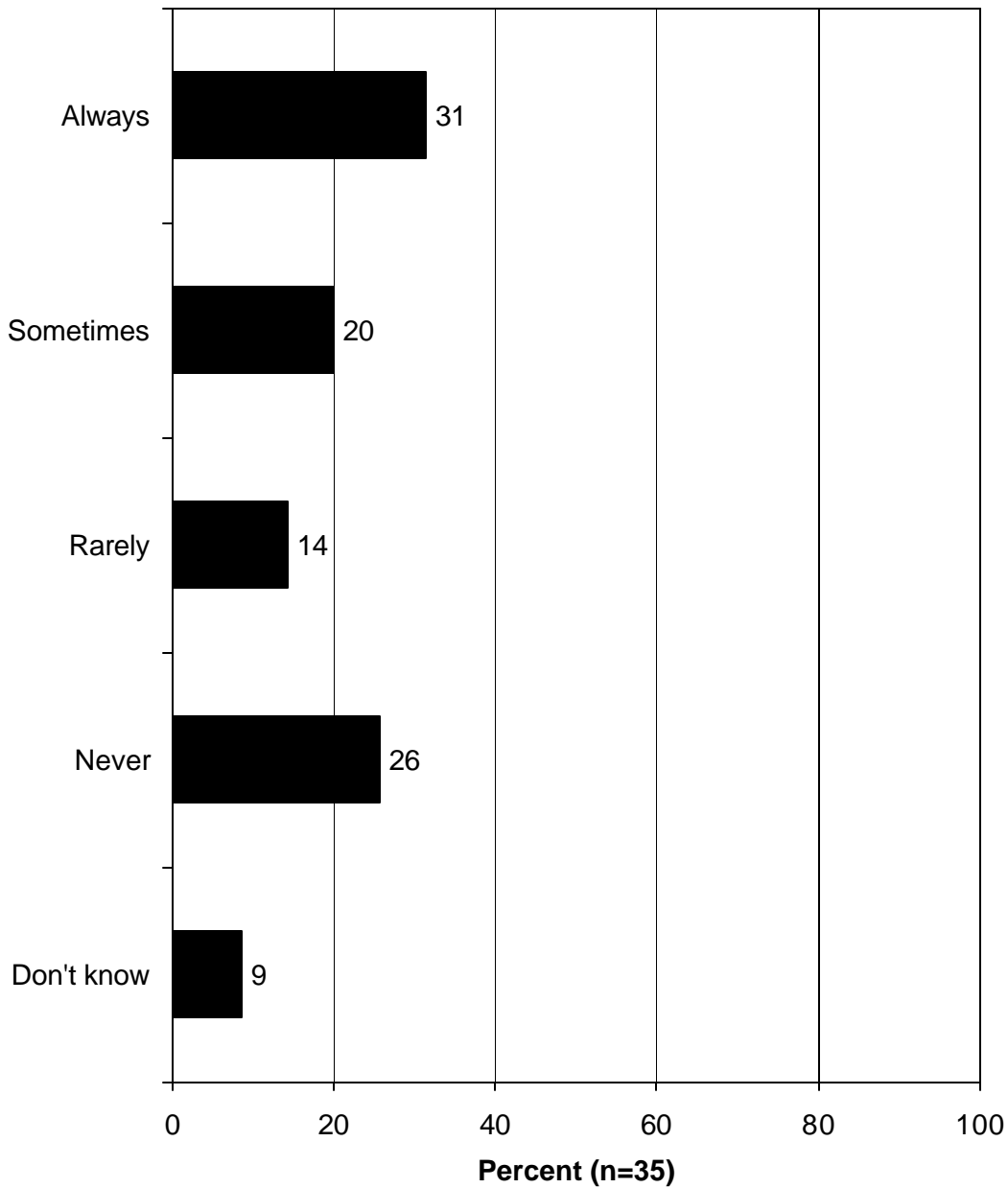
- While only 25% of boaters overall say they always wear a PFD while boating, 31% of those who hunt from a boat say they always wear a PFD while hunting from a boat. However, a greater percentage of those who hunt from a boat answered rarely or never than did boaters overall: 40% of those who hunt from a boat rarely or never wear a PFD while hunting from a boat, while only 26% of boaters overall answered rarely or never. Anglers have worse boating behavior vis-à-vis PFD use than do hunters: only 22% of anglers who fish from a boat say they always wear a PFD while fishing from a boat, and 41% of anglers say they rarely or never wear a PFD when fishing from a boat.

- Of those who had seen information or an advertisement regarding the use of PFDs, only 14% said the information/advertisement made them start wearing a PFD.

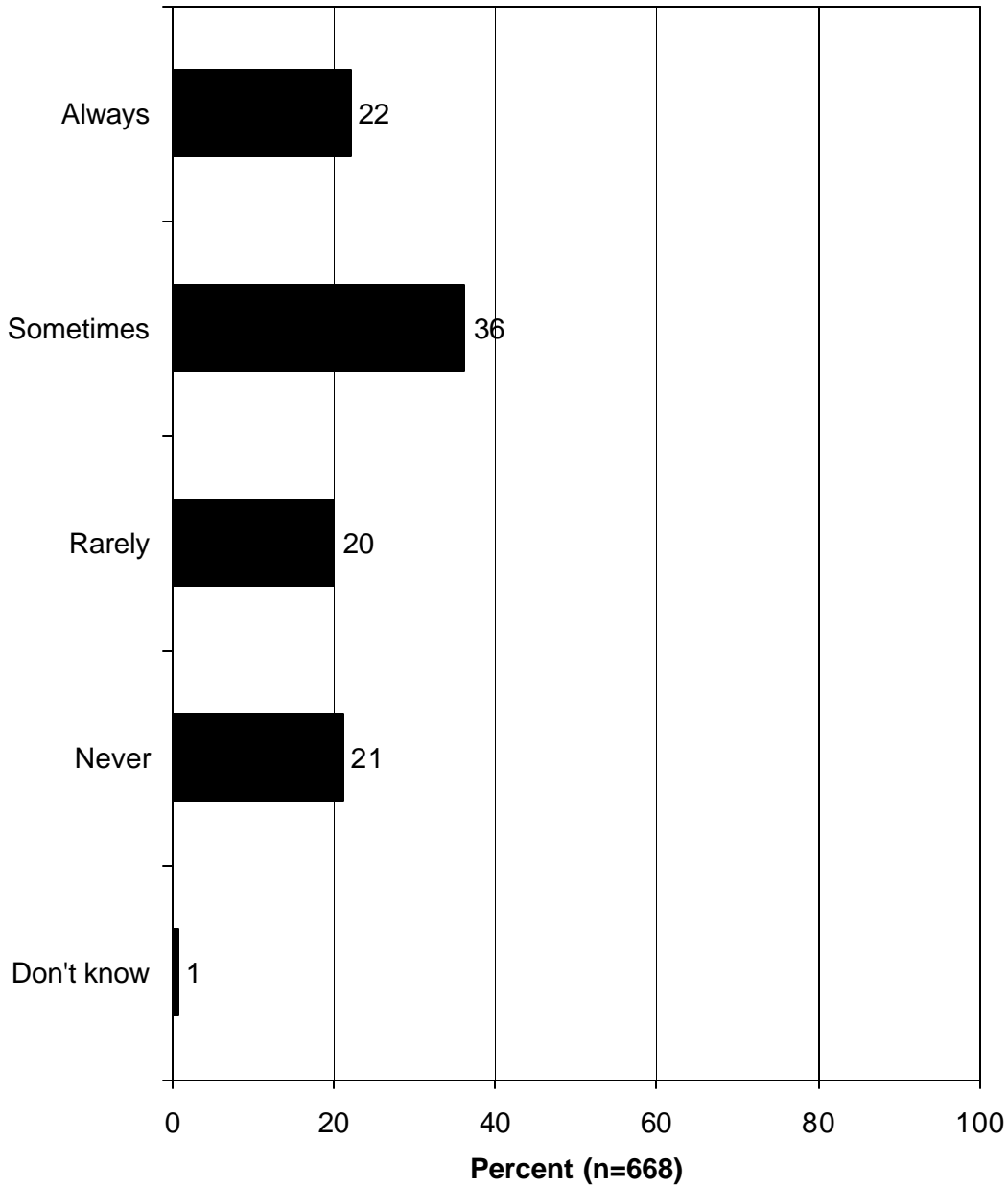
Q48. Overall, would you say you wear a PFD always, sometimes, rarely, or never while boating?



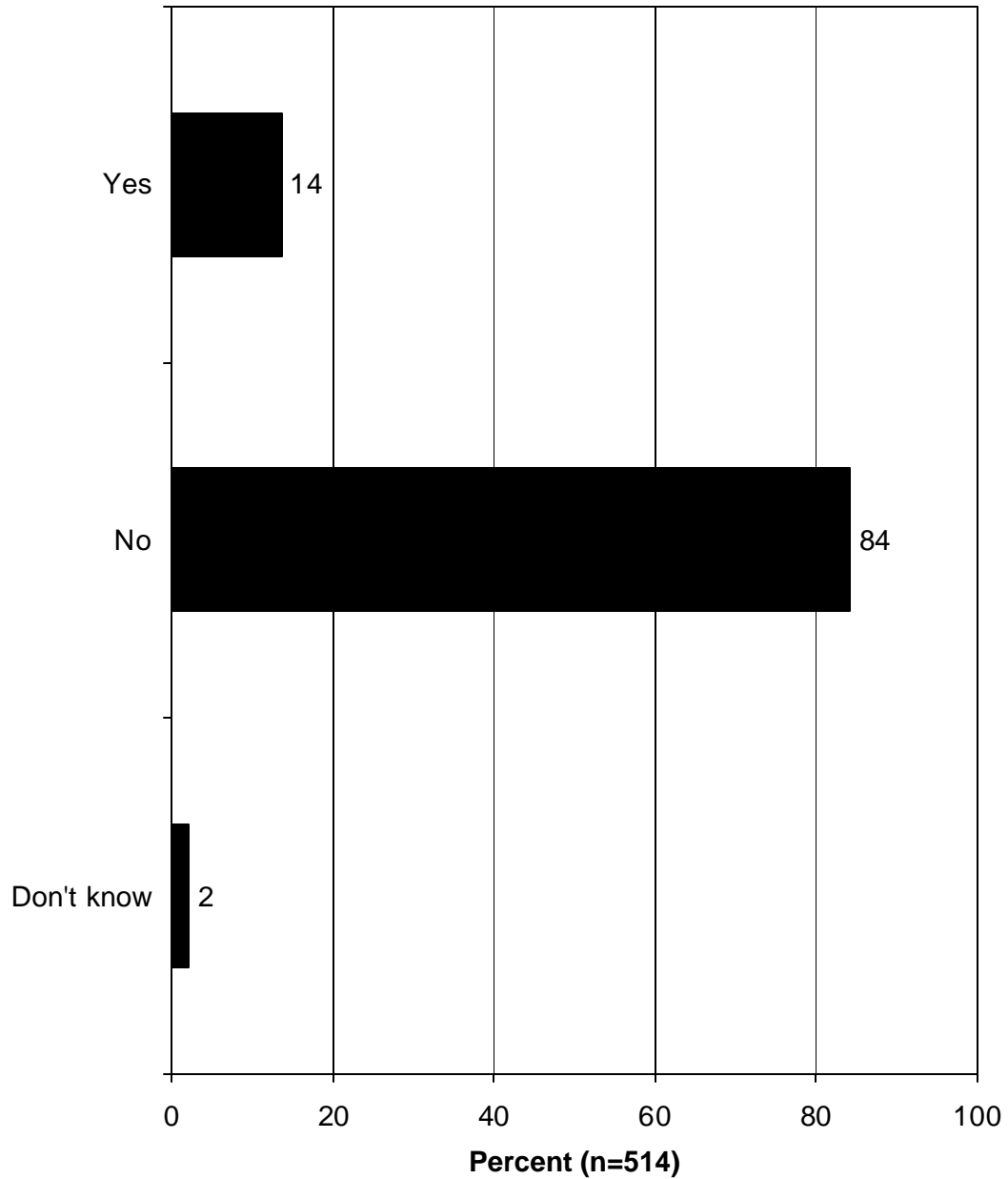
Q49. Would you say you wear a PFD always, sometimes, rarely, or never while hunting from a boat? (Asked of those who had hunted from a boat in the past 2 years.)



Q50. Would you say you wear a PFD always, sometimes, rarely, or never while fishing from a boat? (Asked of those who had fished from a boat in the past 2 years.)



Q112. Did seeing the advertisements or information make you start wearing a PFD? (Asked of those who saw advertisements or information regarding the use of PFDs.)



MOTIVATIONS FOR WEARING A PFD

- A majority of those who always or sometimes wear a PFD while boating said that one of the main reasons is safety/responsibility for others (80% gave this answer). No other response was given by more than 6% of respondents: 6% said bad weather, 5% cited poor swimming skills/discomfort around water, and 3% said required by law/rules.

- Most commonly, those who said they rarely or never wear a PFD said that one of the main reasons for not wearing the PFD is that PFDs are uncomfortable/restrict movement (49%), and a substantial percentage (38%) gave the response that he/she does not feel the need for wearing a PFD/that he/she has good swimming skills/that he/she is comfortable around water.

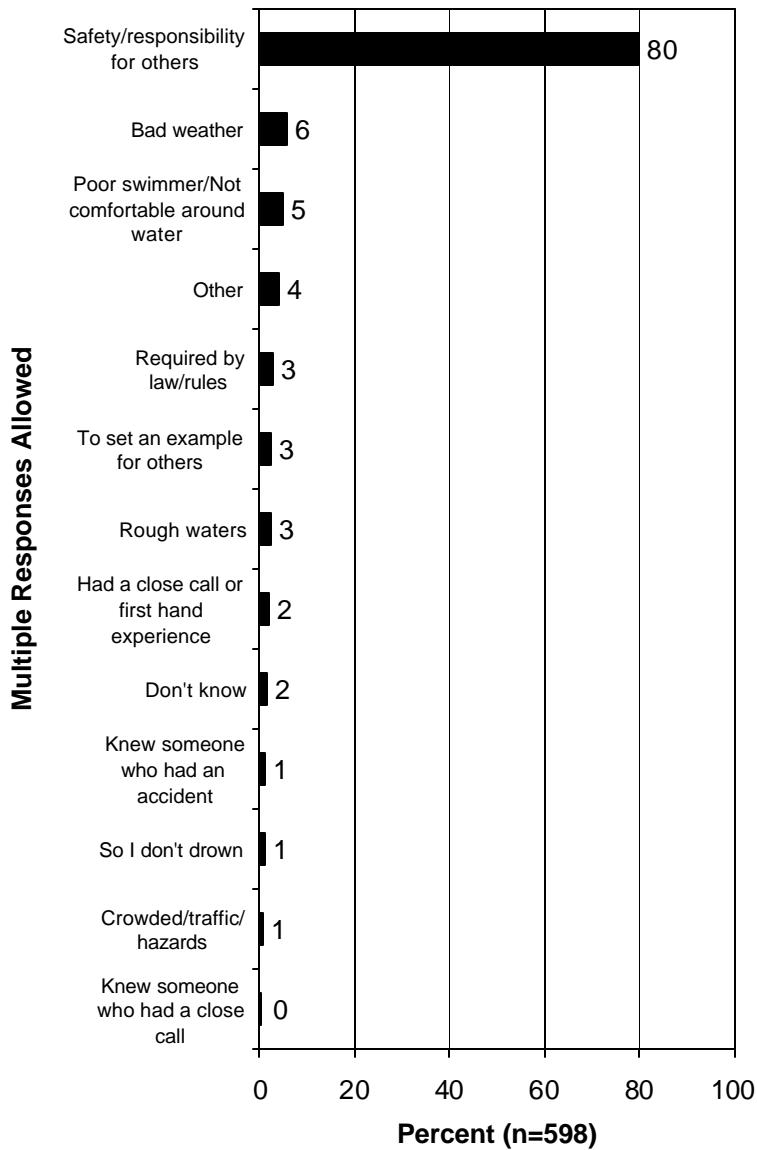
- Another motivation for wearing a PFD was previously discussed: Of those who had seen information or an advertisement regarding the use of PFDs, 14% said the information/advertisement made them start wearing a PFD.

- Respondents were asked about whether eight scenarios would make them wear a PFD more frequently or less frequently or whether there would be no change in frequency of use under the scenario. The top scenario that would make boaters wear a PFD more frequently would be if somebody the boater knew had drowned because he/she was not wearing a PFD (63% said this would make them wear a PFD more frequently). Two other answers were given by substantial percentages of boaters: 50% said knowing that 91 percent of sportsmen who died in boating accidents between 1995 and 2000 were not wearing a PFD would make them wear a PFD more frequently, and 46% said seeing a compelling television commercial or program that talked about the importance of wearing a PFD would make them wear a PFD more frequently.

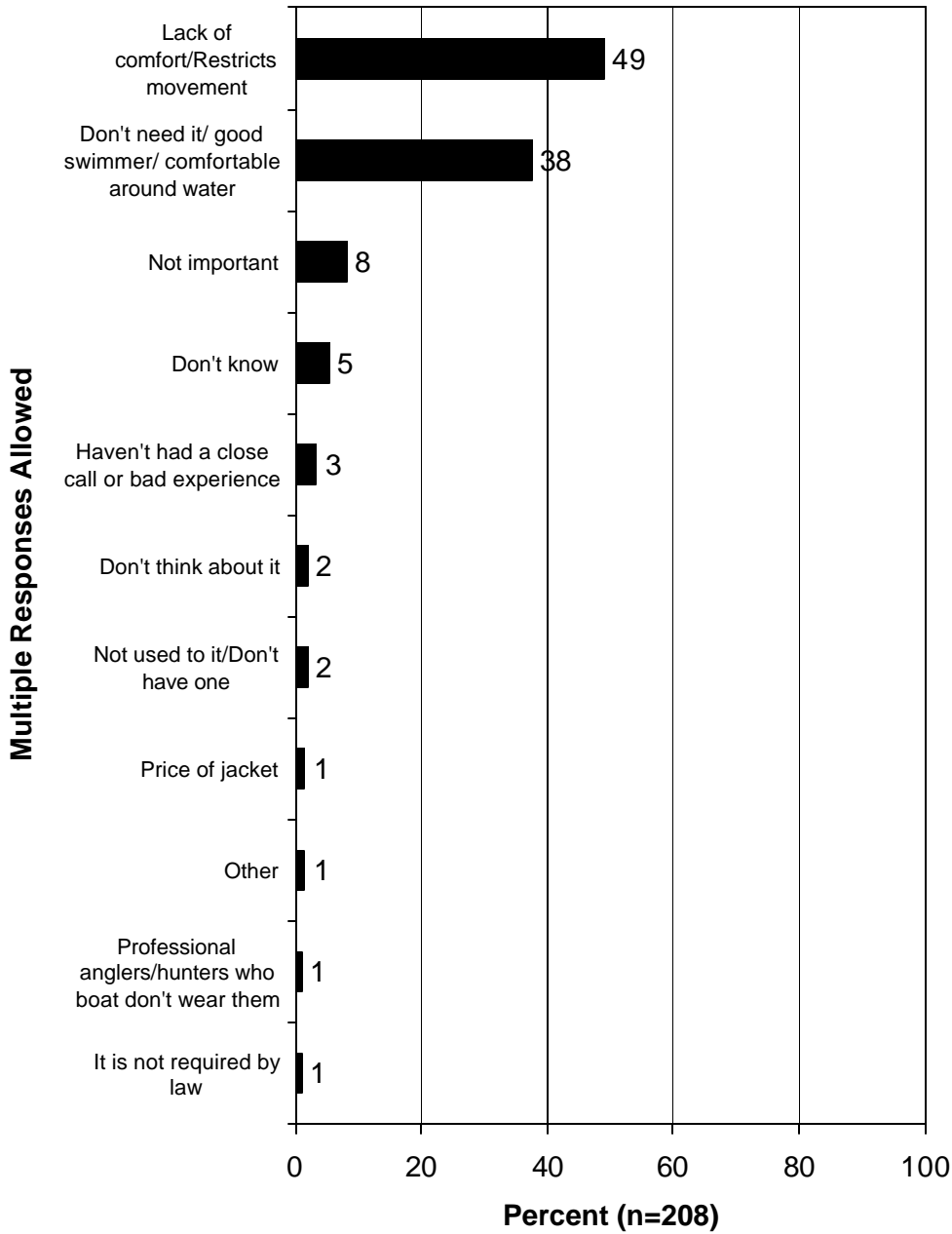
- Boaters were asked about the effectiveness of four different themes or approaches that messages could take that would encourage them to wear a PFD, and the top message themes/approaches are guilt responsibility (59% said a message that takes a guilt approach—the responsibility to one's family—would be very effective in encouraging them to wear a

PFD) and serious consequences (56% said this approach would be very effective). The lowest ranked approach was the humorous approach—only 19% said this would be very effective.

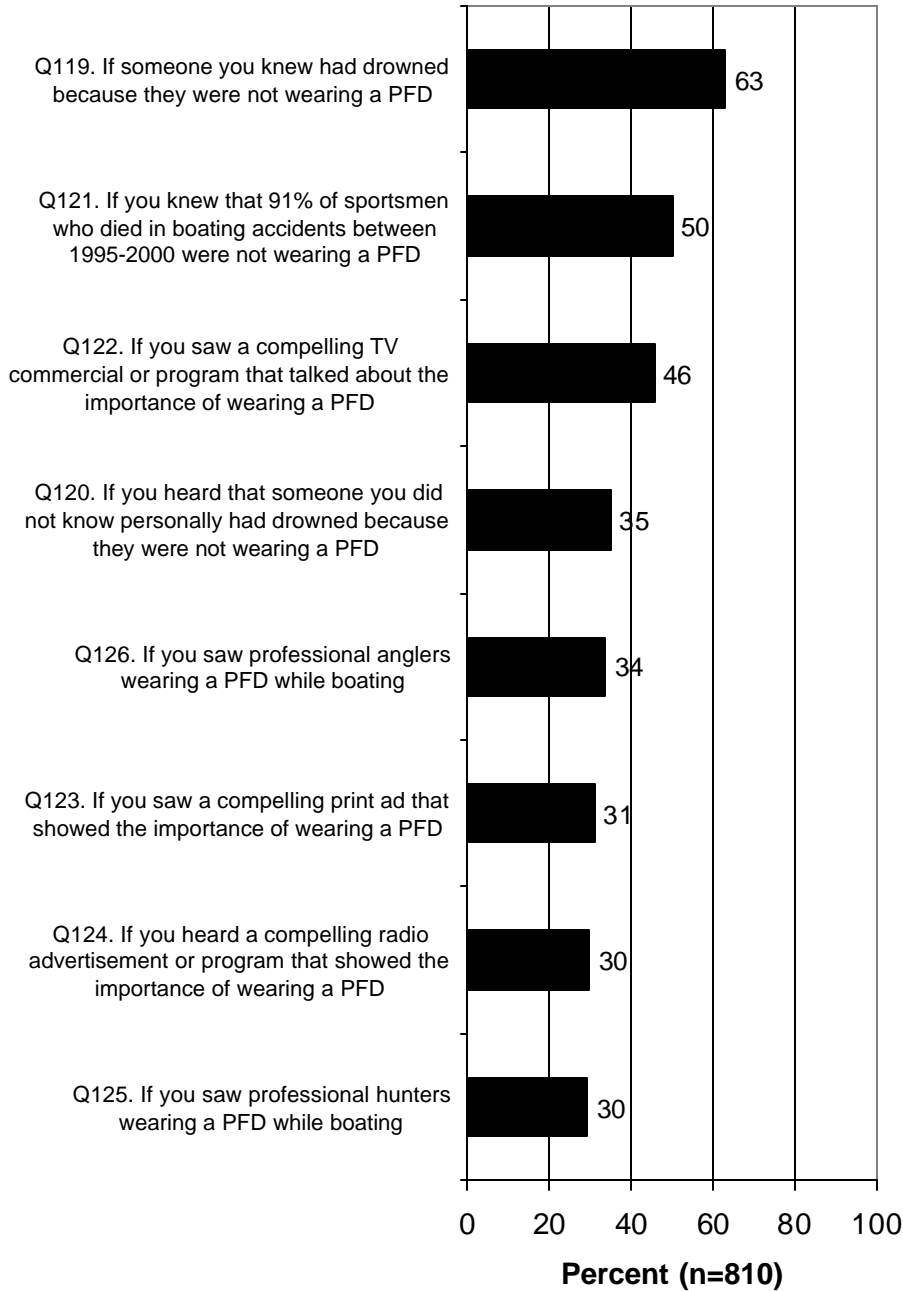
**Q52. What are the main reasons you wear a PFD?
(Asked of those who always or sometimes wear a PFD while boating.)**



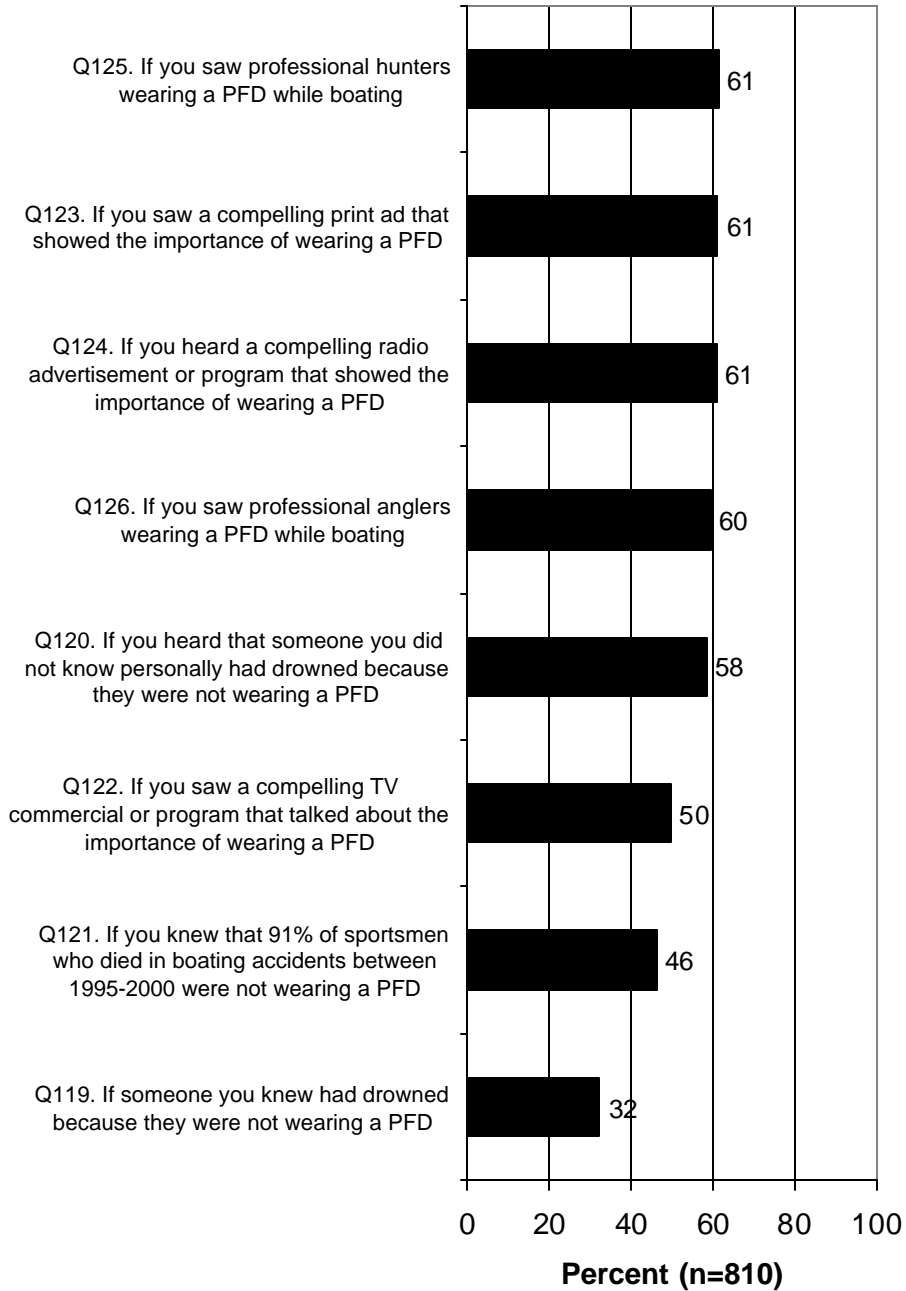
Q55. What are the main reasons you do not wear a PFD? (Asked of those who rarely or never wear a PFD.)



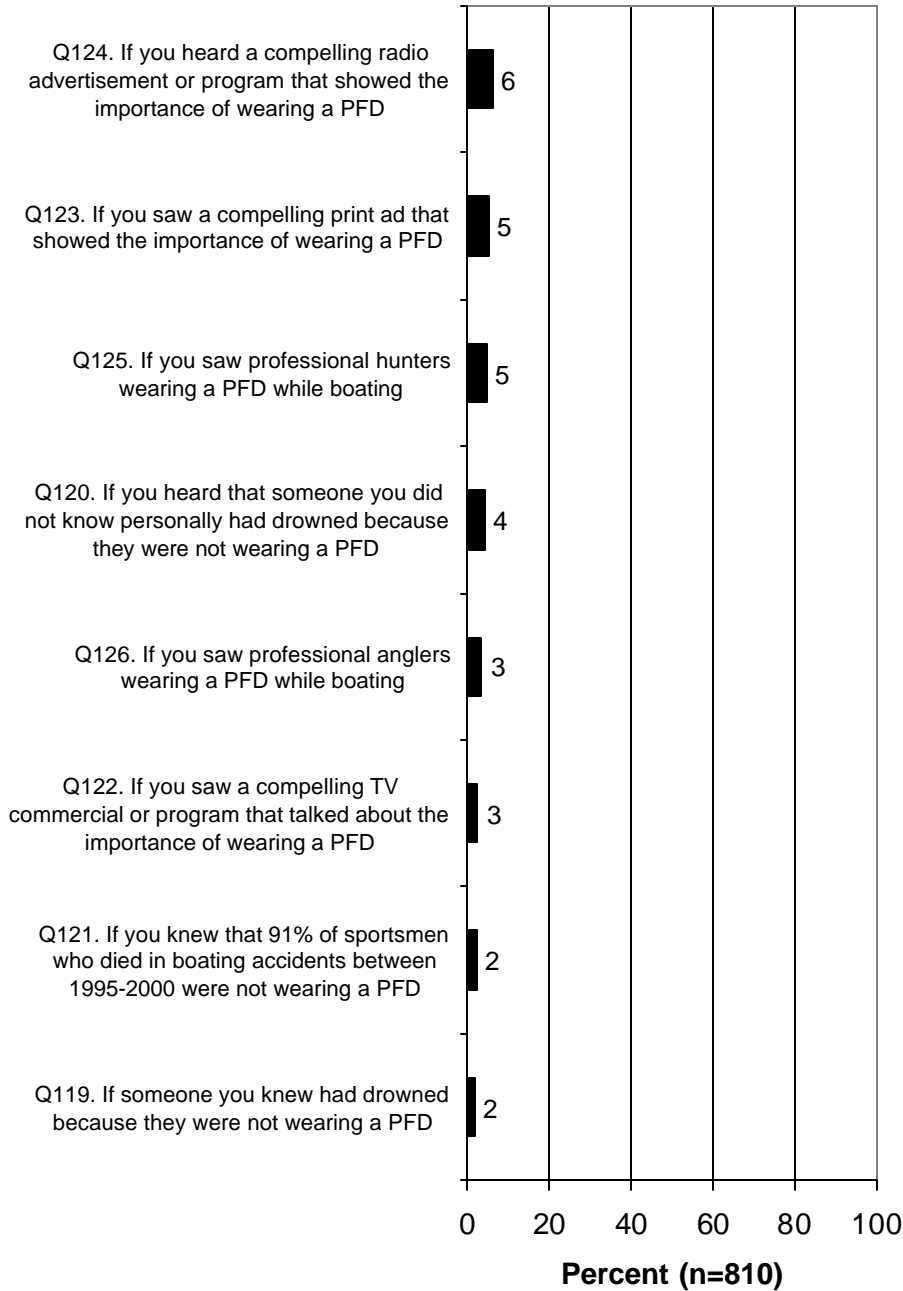
Q119-126. Percent who said the following would make them wear a PFD more frequently.



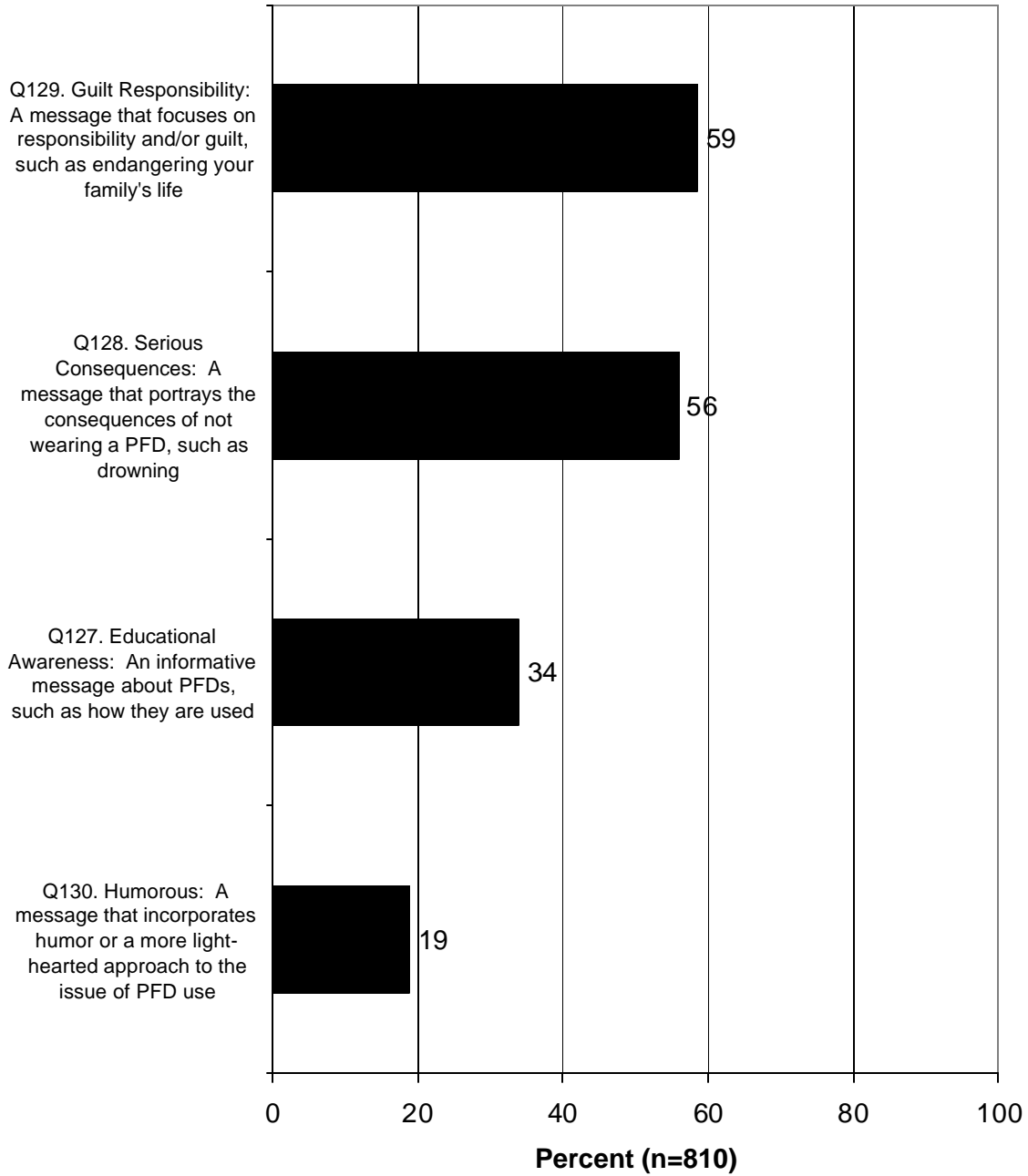
Q119-126. Percent who said the following would make them wear a PFD the same amount.



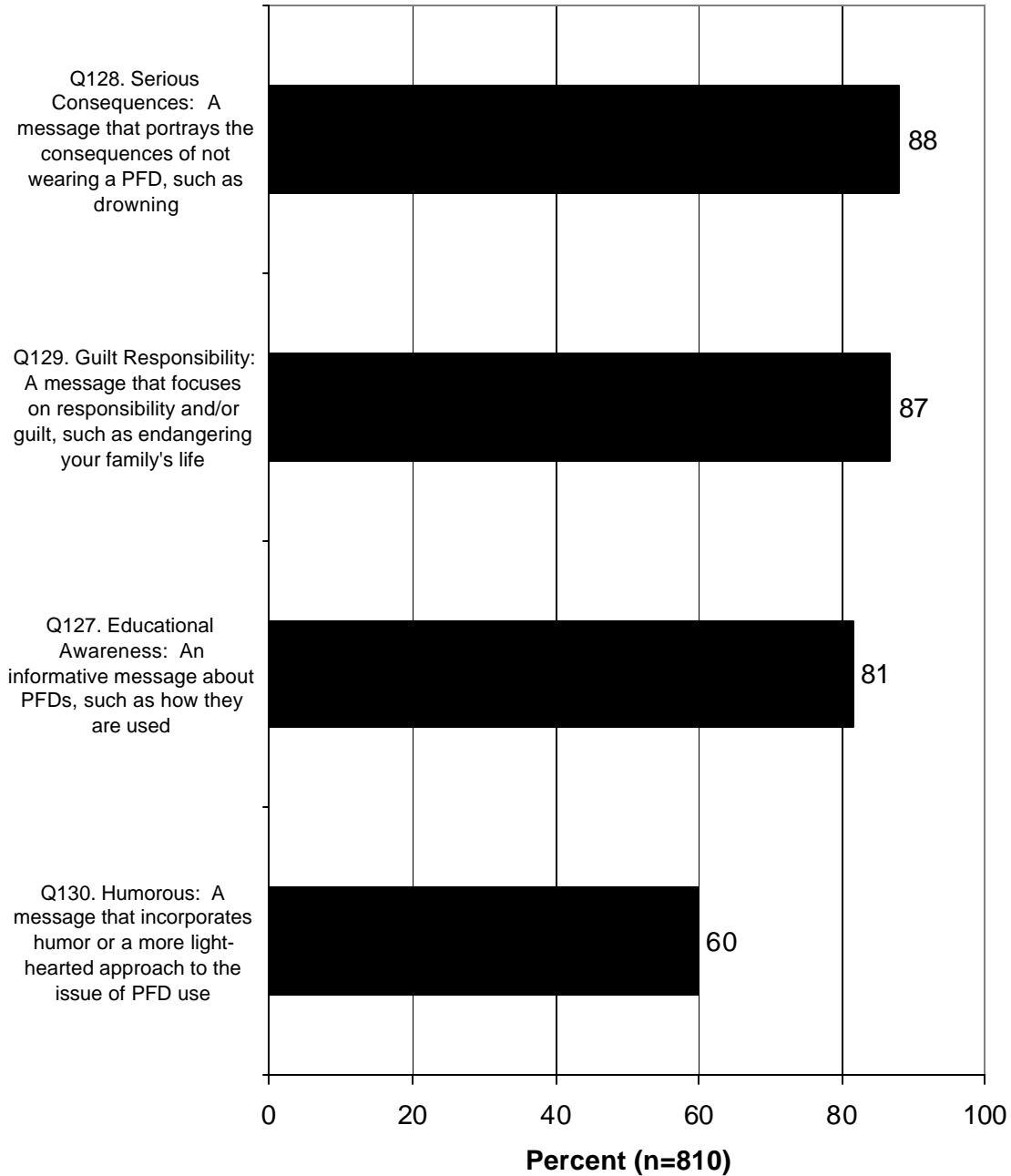
Q119-126. Percent who said the following would make them wear a PFD less frequently.



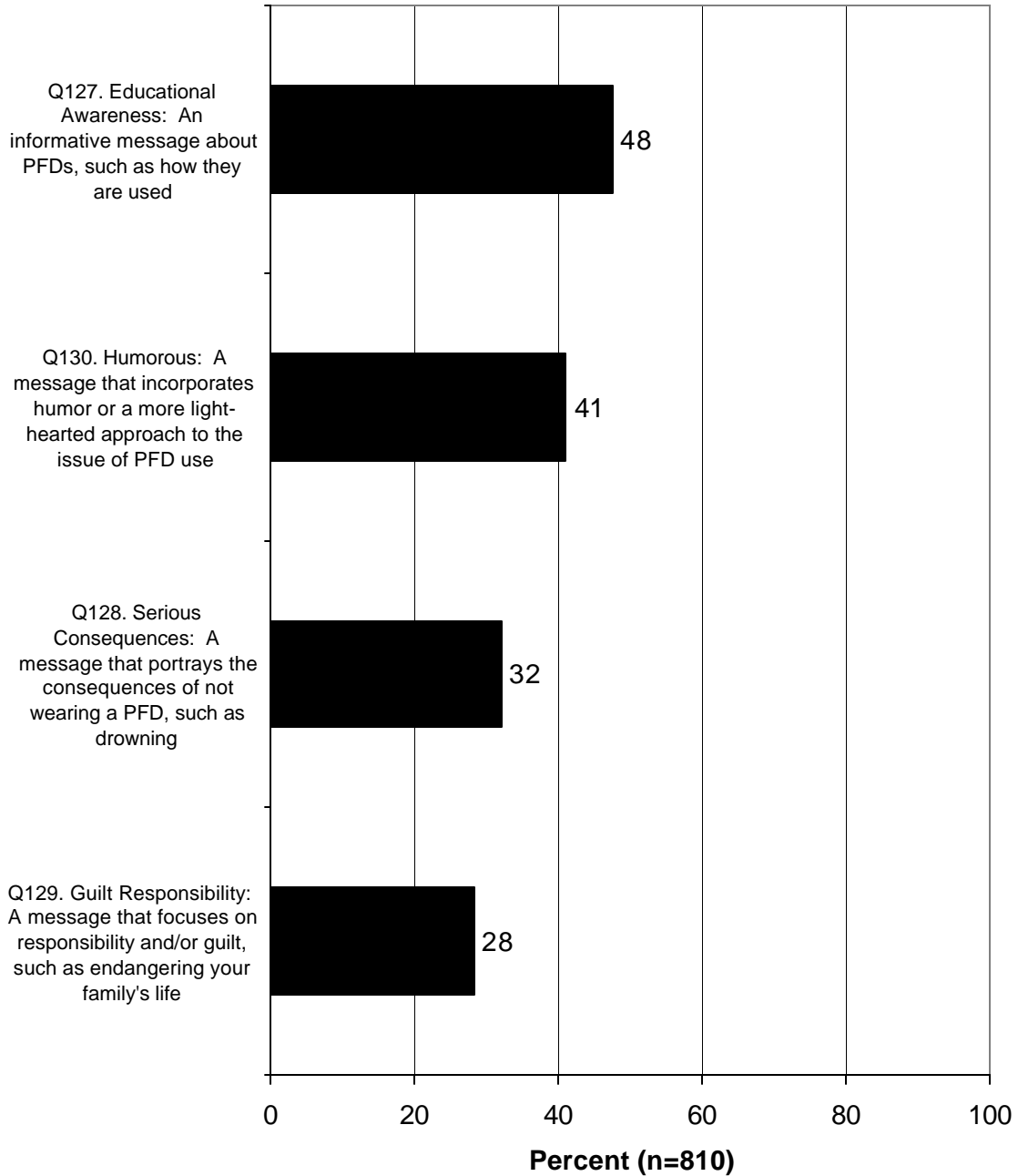
Q127-130. Percent who think the following would be very effective in encouraging them to wear a PFD.



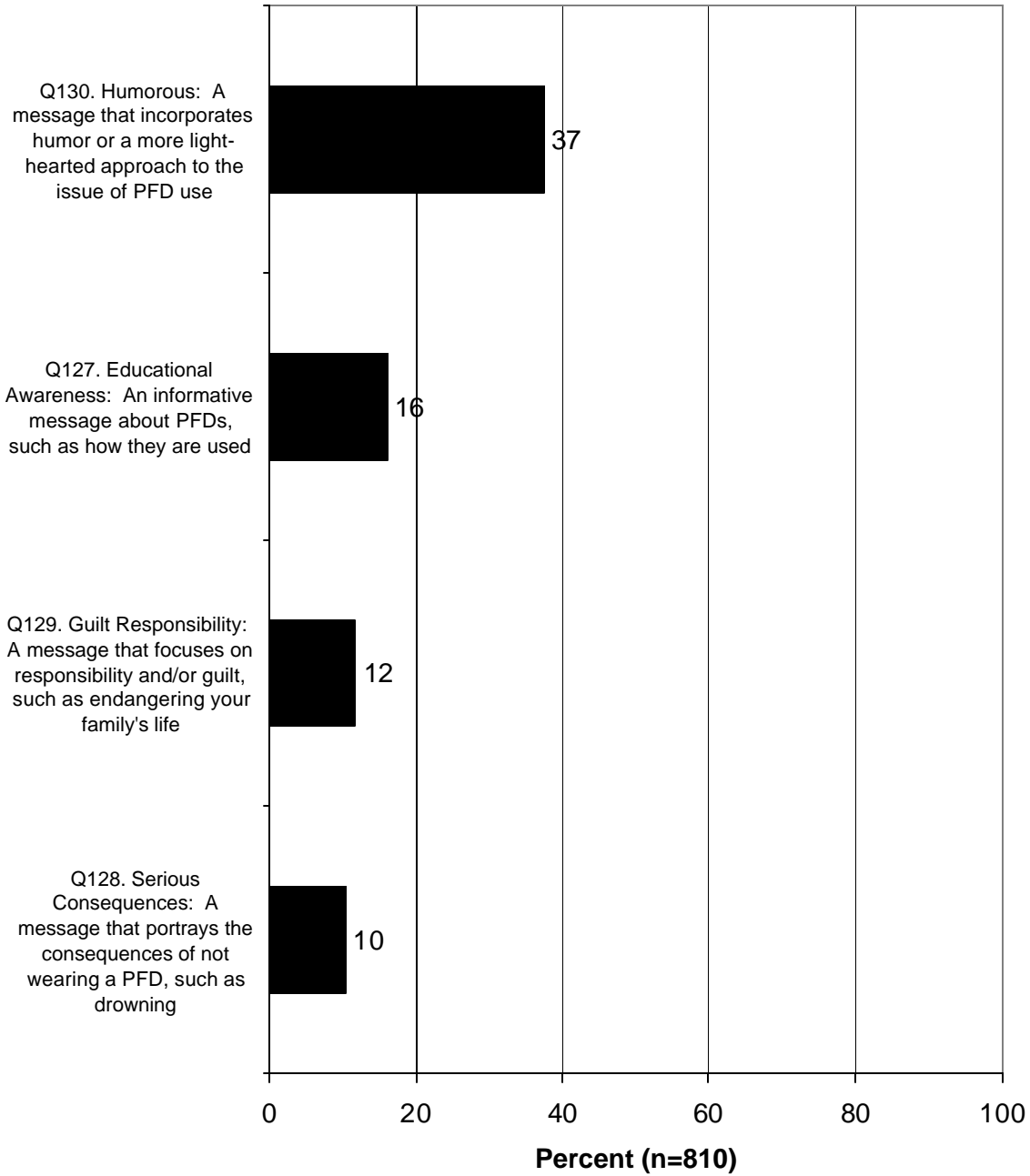
Q127-130. Percent who think the following would be very or somewhat effective in encouraging them to wear a PFD.



Q127-130. Percent who think the following would be somewhat effective in encouraging them to wear a PFD.



Q127-130. Percent who think the following would be not at all effective in encouraging them to wear a PFD.



MEDIA AND MESSAGES ENCOURAGING BOATING

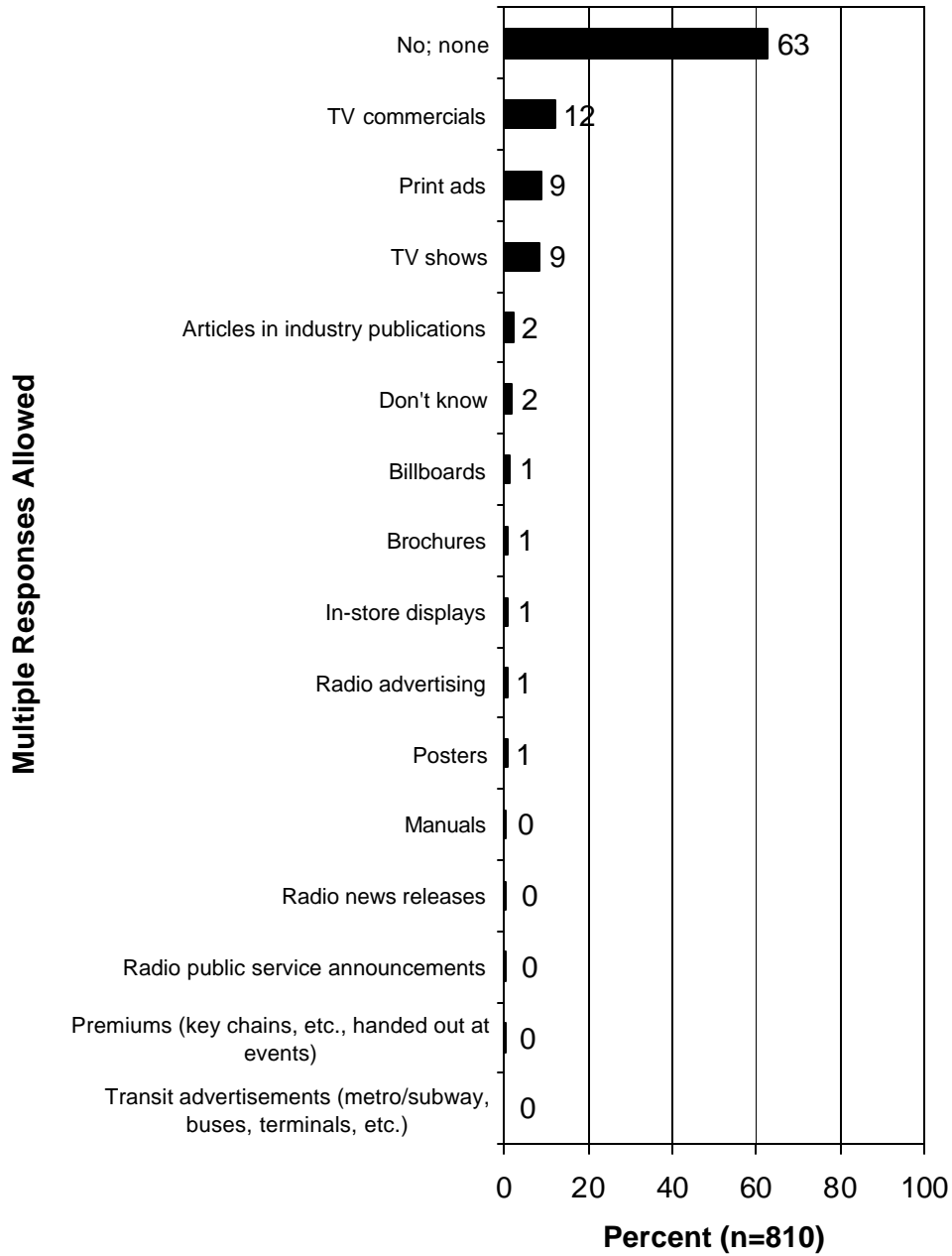
- A majority of boaters had not seen any advertisements or information in the past 2 years that encouraged them to go boating; otherwise, 12% had seen television commercials, 9% had seen print ads, and 9% had seen television programs.

- Boaters were asked about the effectiveness of 11 types of media at encouraging them to participate in boating: television was the top type of media (29% said television would be an excellent way to encourage them to go boating), followed by magazines (13%) and displays at stores (11%).

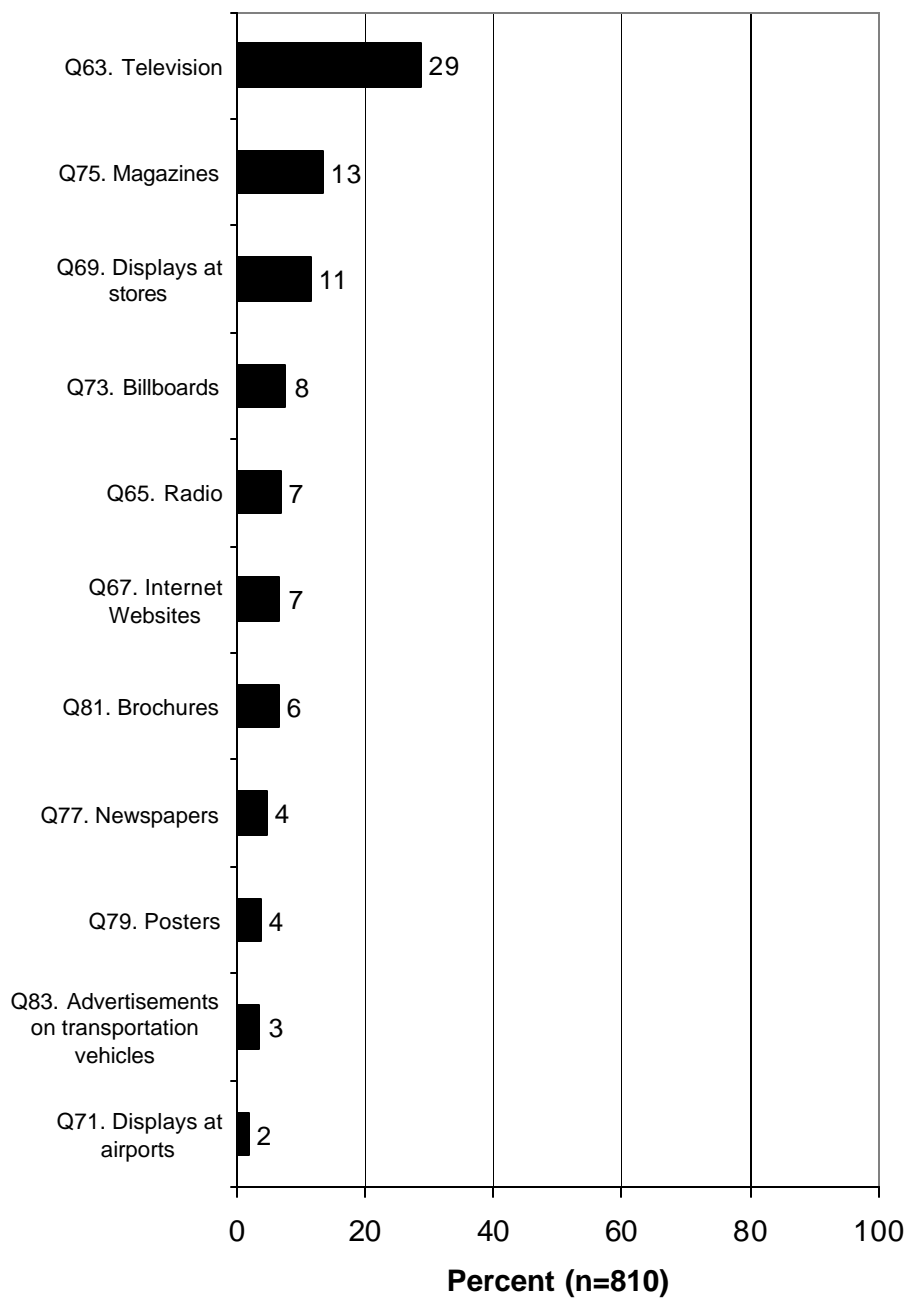
- For each type of media, those respondents who answered that the given medium would be an excellent way to encourage them to go boating were asked a follow-up question regarding more specific information about that medium. Among the findings:
 - Those who thought that television would be an excellent way to encourage them to go boating said that shows about boating, fishing, outdoor recreation, and other sports would be good for dispersing messages encouraging boating; outdoor-oriented networks were also named.
 - Those who thought that radio would be an excellent way to encourage them to go boating typically named a time (e.g., morning), format (e.g., FM, talk radio), or a station (e.g., KIRO).
 - Those who thought that Websites would be an excellent way to encourage them to go boating typically named specific boating and outdoor recreation Websites.
 - Those who thought that displays at stores would be an excellent way to encourage them to go boating named boating/outdoor recreation/fishing stores and department stores.
 - Those who thought that billboards would be an excellent way to encourage them to go boating indicated that the best places for the billboards are along highways/Interstates leading to resort areas or leading to lakes and river access points. Other answers include along actual waterways and near access points/marinas.

- Those who thought that magazines would be an excellent way to encourage them to go boating most commonly named sporting/outdoor recreation magazines, although women's/family magazines were also named by a few.
 - Those who thought that posters would be an excellent way to encourage them to go boating most commonly said the posters should be placed near marinas, access sites, and boating/fishing stores; schools were also named.
 - Those who thought that brochures would be an excellent way to encourage them to go boating thought that they should be given out near boating areas, in boating/fishing stores and shows, and along with licenses where they are purchased.
- Although most (66%) of those who saw any advertisements or information about boating said that the advertisements/information did not encourage them to go boating, nearly a third (31%) said the advertisements/information encouraged them to go boating.

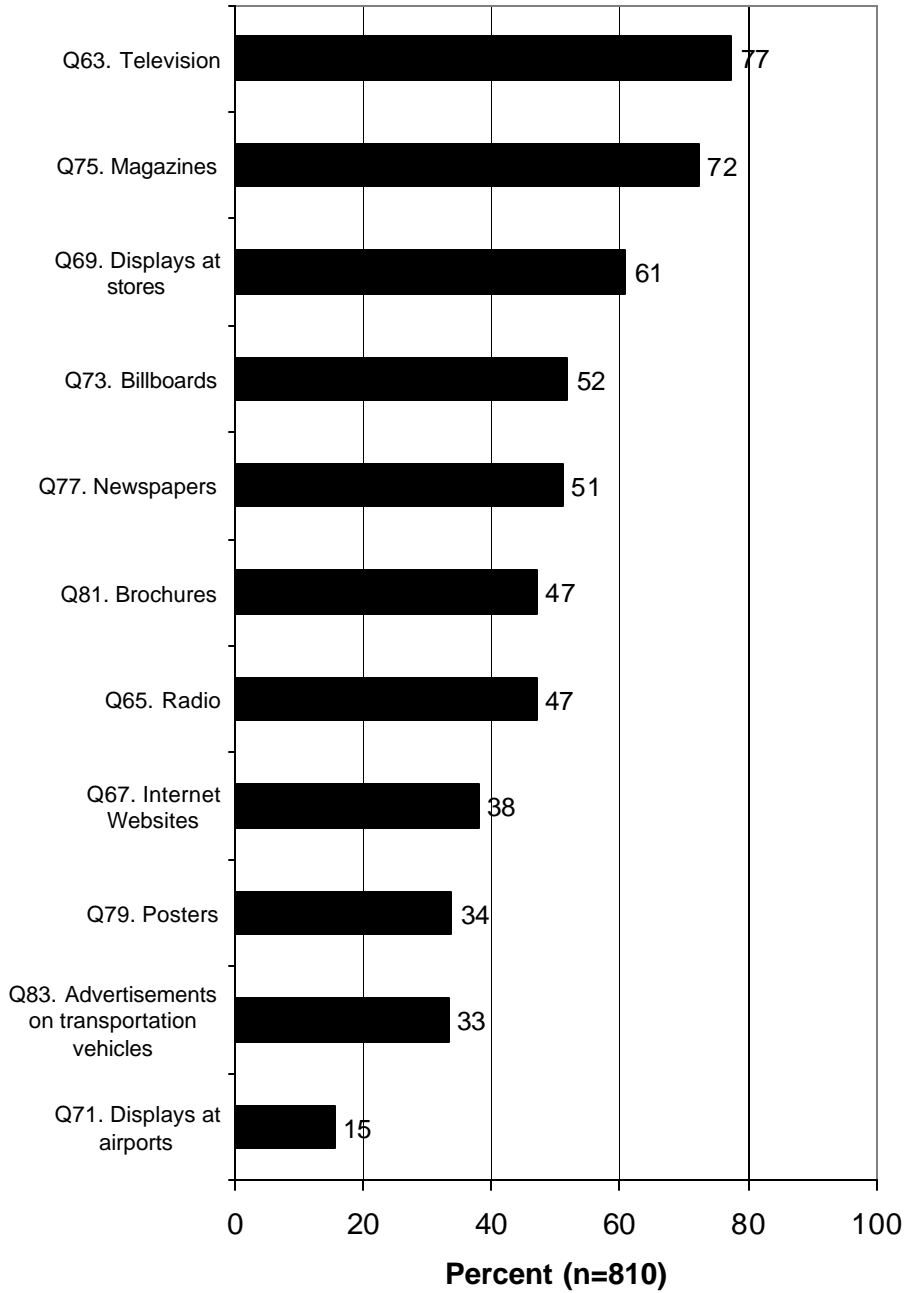
Q58. Have you seen any advertisements or information in the past 2 years that encouraged you to go boating? If yes, what types?



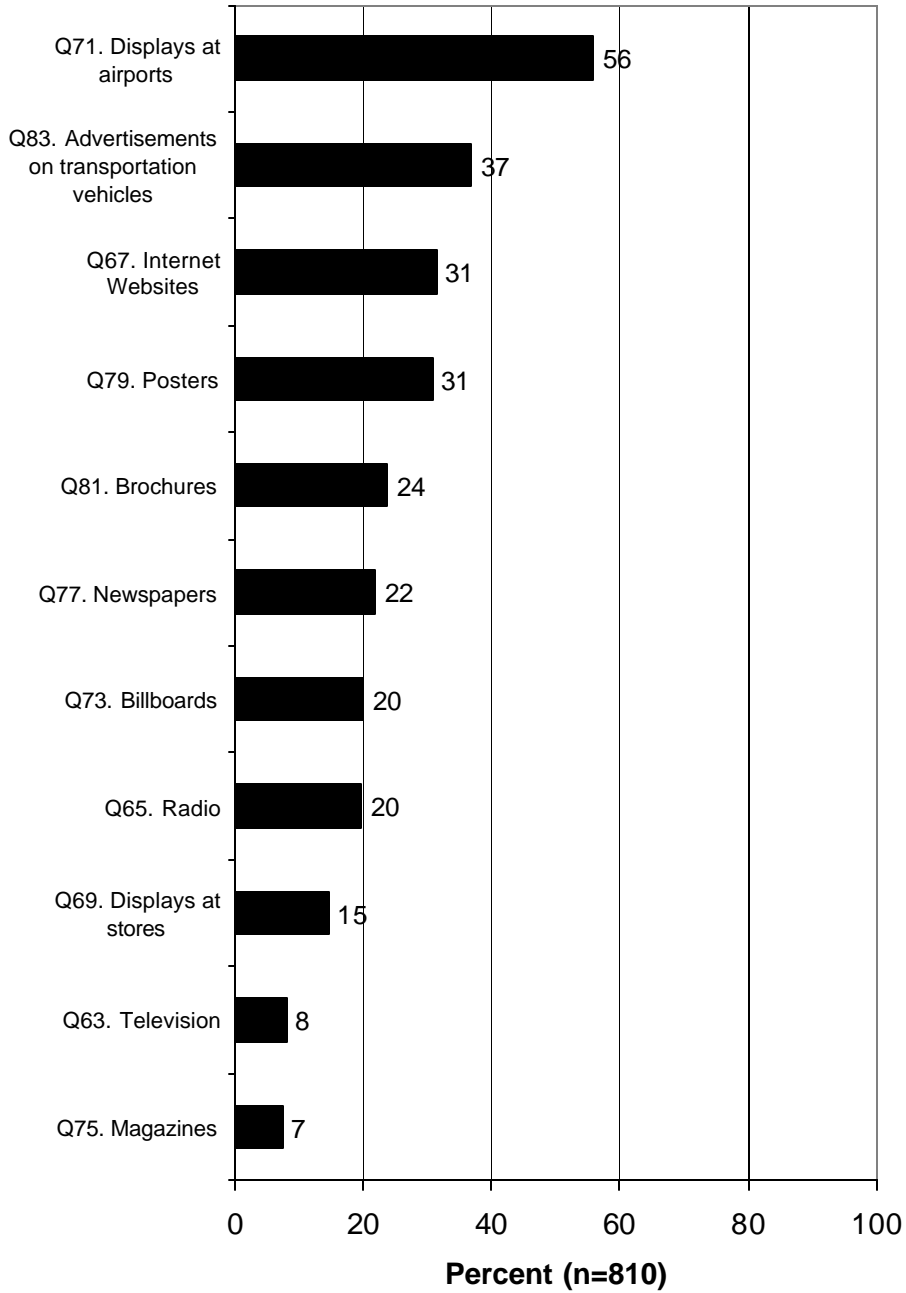
Q63-83. Percent who said the following would be an excellent way to encourage them to participate in boating.



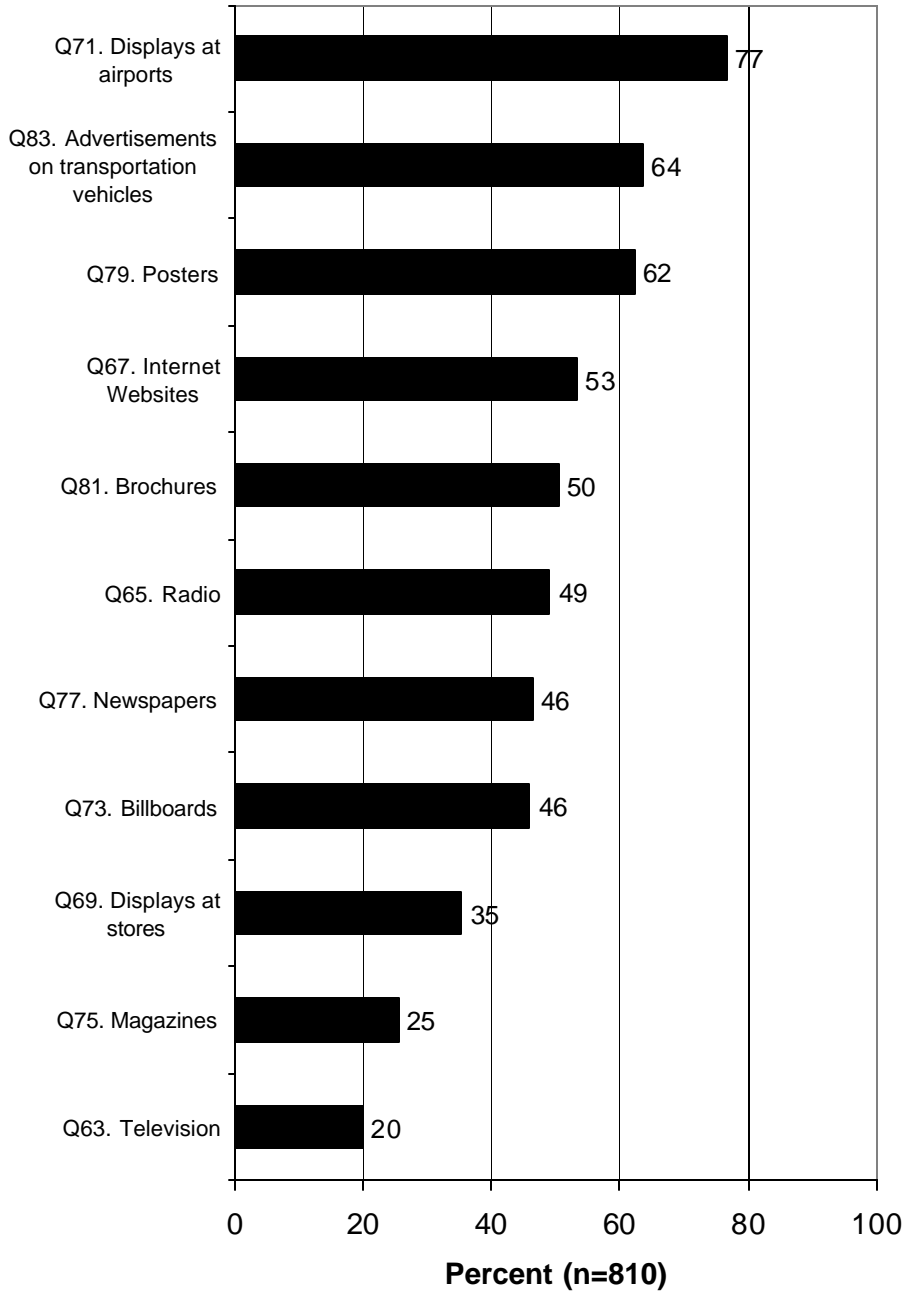
Q63-83. Percent who said the following would be an excellent or good way to encourage them to participate in boating.



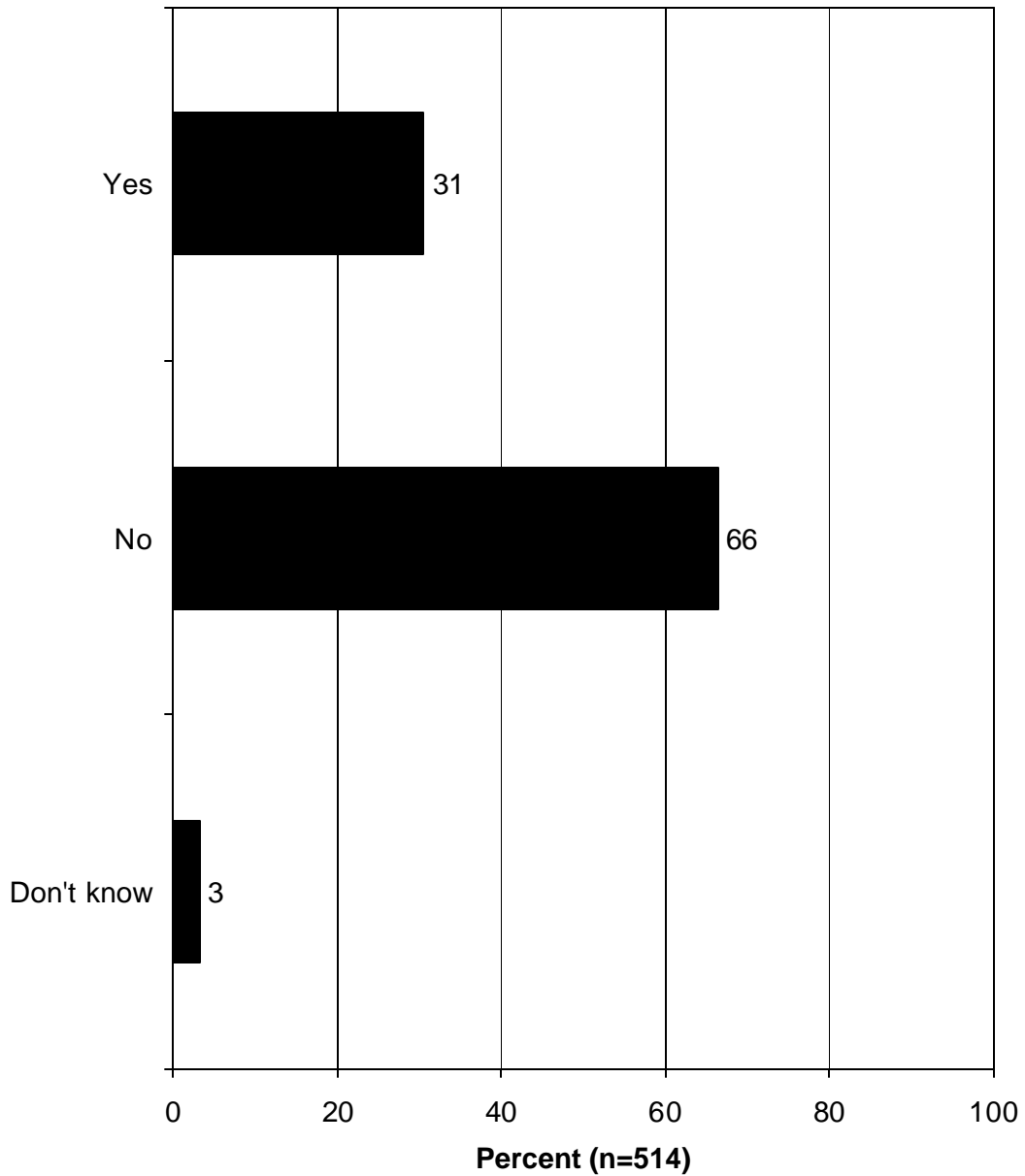
Q63-83. Percent who said the following would be a poor way to encourage them to participate in boating.



Q63-83. Percent who said the following would be a fair or poor way to encourage them to participate in boating.



Q113. Did seeing the advertisements or information encourage you to participate in boating? (Asked of those who saw advertisements or information regarding the use of PFDs.)



MEDIA AND MESSAGES REGARDING PFD USE

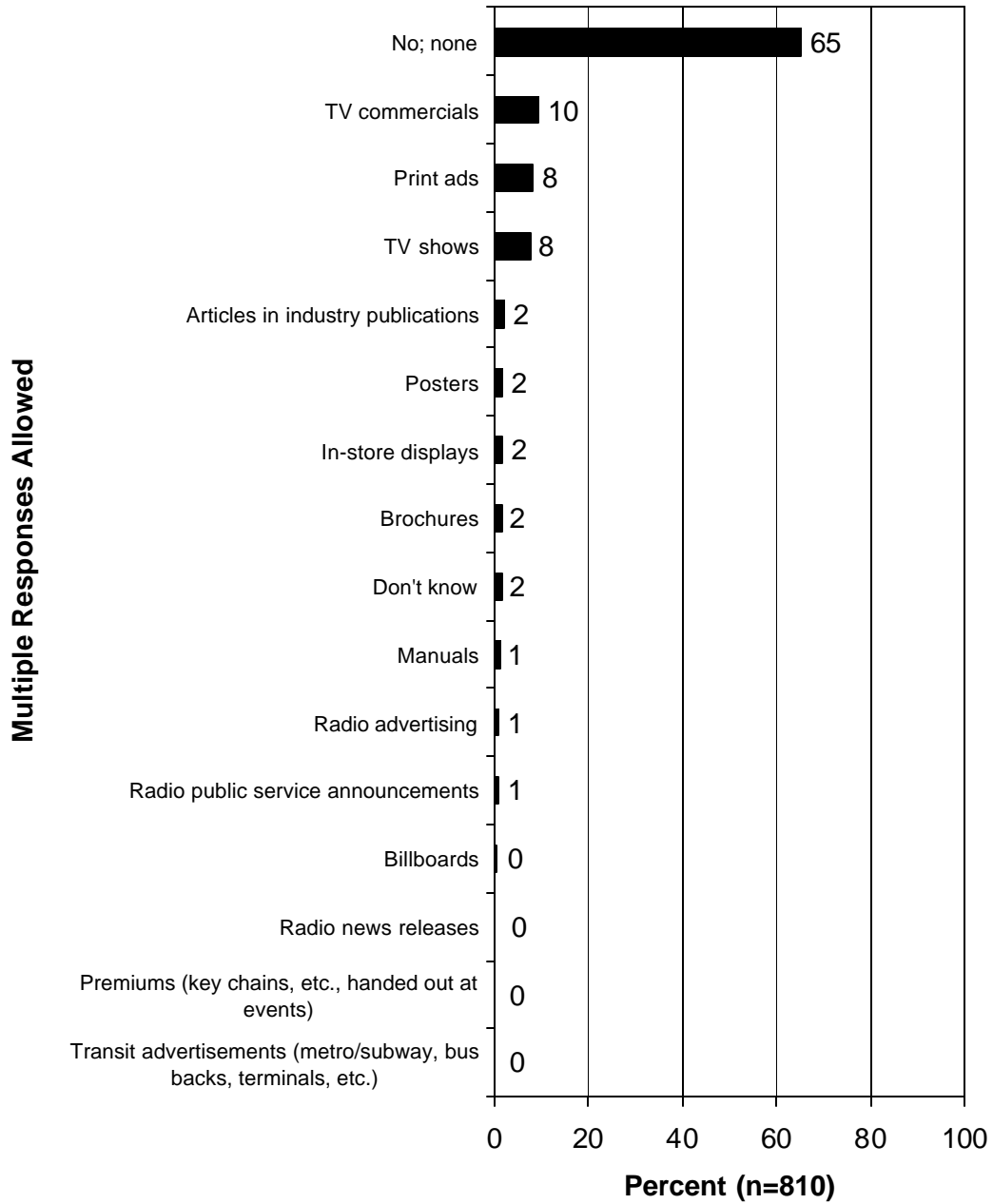
Exposure to Messages Encouraging PFD Use

- A majority of boaters (65%) had not seen any advertisements or information regarding the use of PFDs; otherwise, 10% had seen television commercials, 8% had seen print advertisements, and 8% had seen television programs.

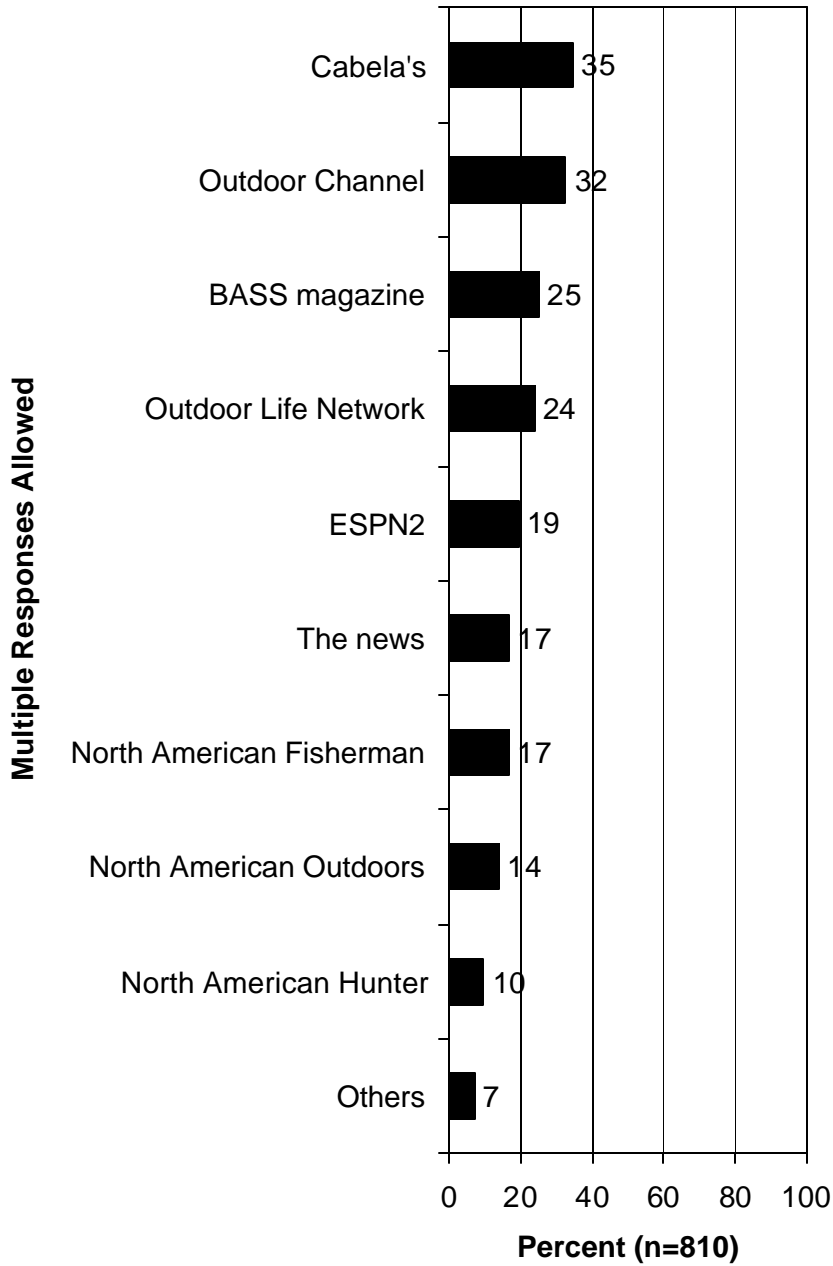
- Boaters were asked if they had seen advertisements or information regarding PFDs in or on nine different locations/media. More than a third (35%) had seen advertisements/information at Cabela's, followed closely by the Outdoor Channel (32%). Other important media/locations include BASS magazine (25%), the Outdoor Life Network (24%), and ESPN2 (19%).

- A previous finding pertinent to this section is that only 14% of those who had seen information or an advertisement regarding the use of PFDs said the information/advertisement made them start wearing a PFD.

Q61. Have you seen any advertisements or information regarding the use of PFDs? If yes, what types?



Q110. Have you seen advertisements or information regarding the use of PFDs in or on the following:

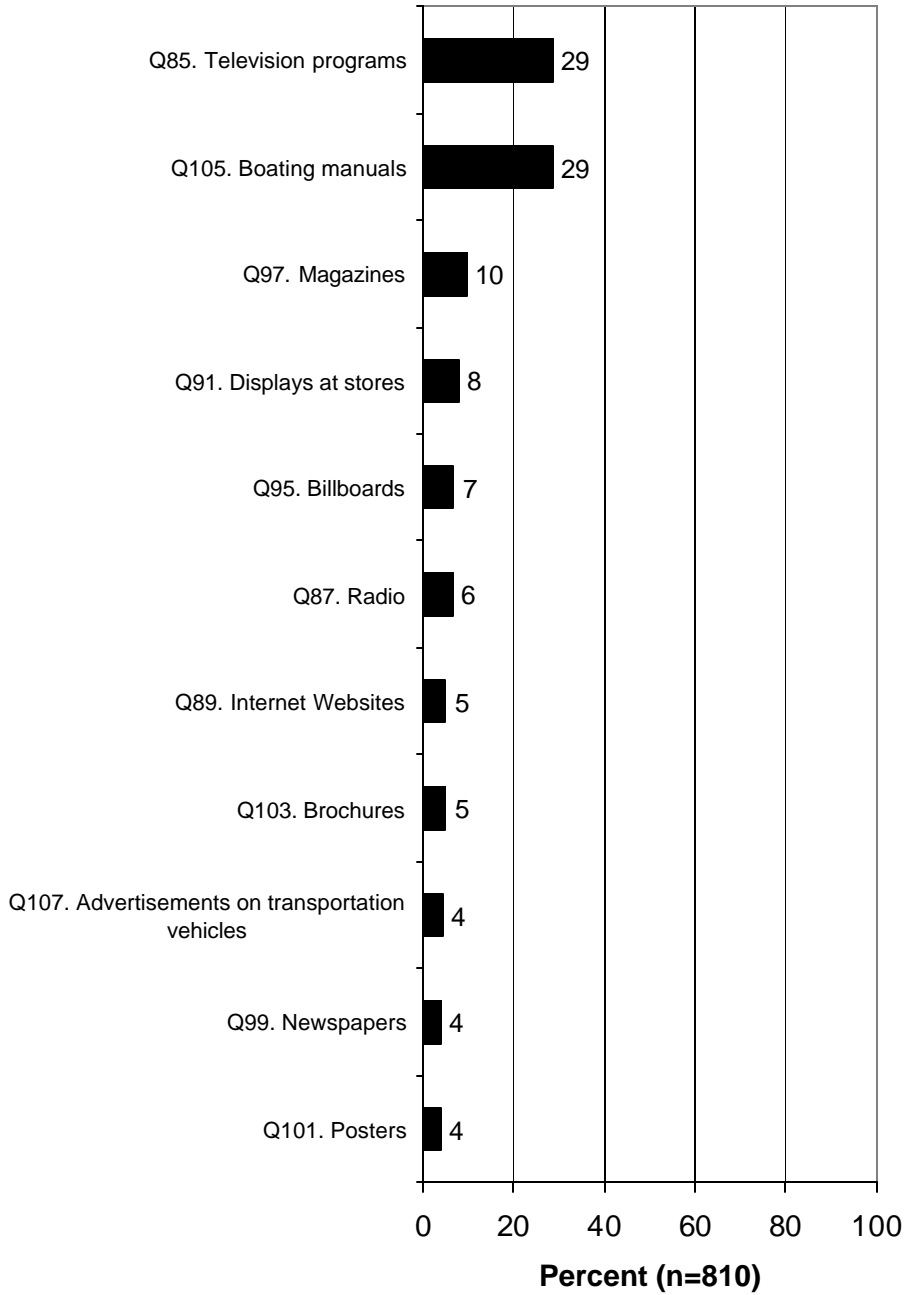


Effectiveness of Various Media Encouraging PFD Use

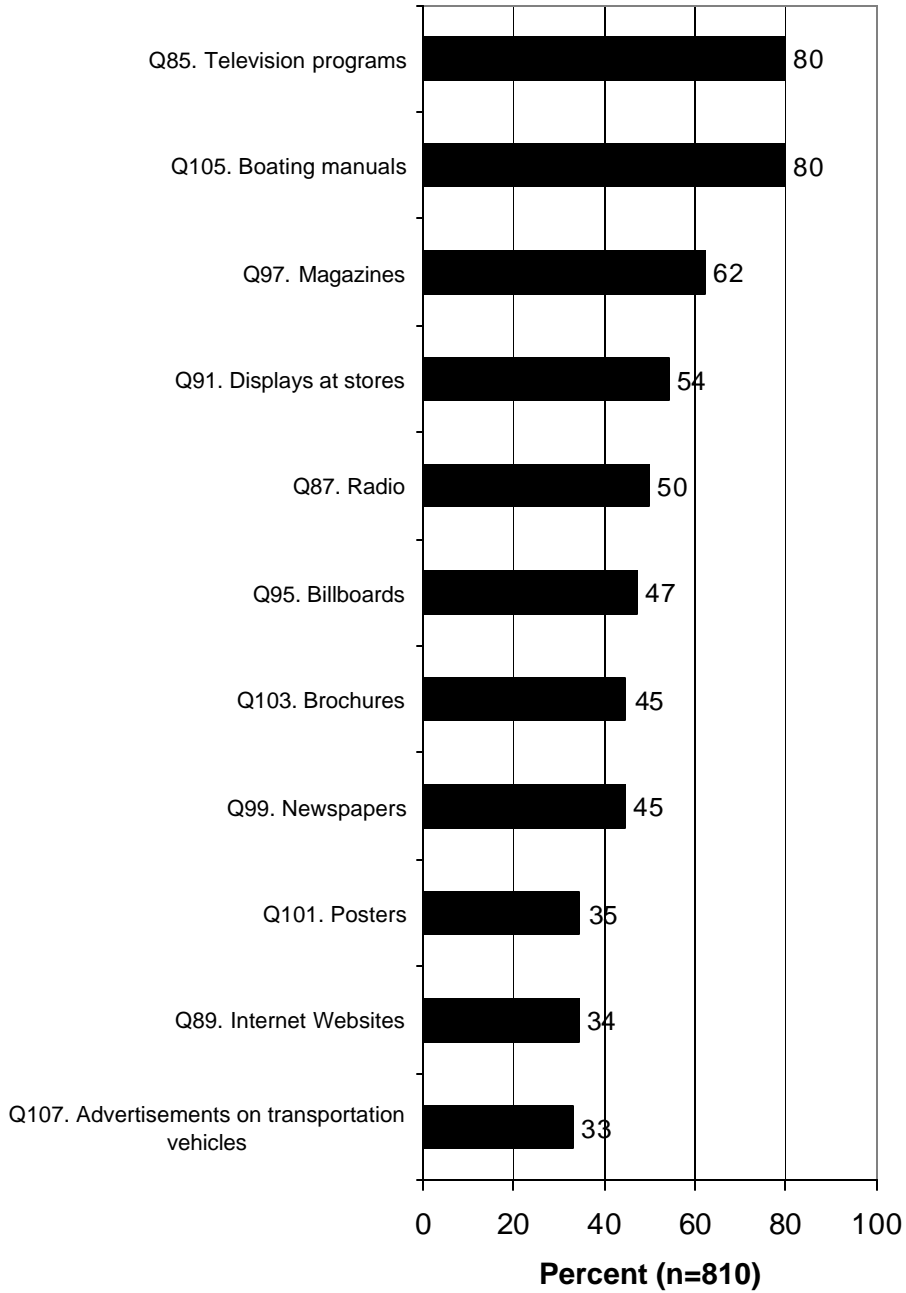
- When boaters were asked about the effectiveness of eleven types of media in encouraging them to wear a PFD, the top two types of media were television programs (29%) and boating manuals (29%); no other response was given by more than 10% of respondents.

- For each type of media, those respondents who answered that the given medium would be an excellent way to encourage them to use a PFD were asked a follow-up question regarding the more specific information about that medium. Among the findings:
 - Those who thought that television would be an excellent way to encourage them to use a PFD said that shows about boating, fishing, outdoor recreation, and other sports would be good for dispersing messages encouraging PFD use; outdoor-oriented networks were also named.
 - Those who thought that radio would be an excellent way to encourage them to use a PFD typically named a time (e.g., morning), format (e.g., FM, talk radio), or a station (e.g., 103.7).
 - Those who thought that Websites would be an excellent way to encourage them to use a PFD typically named specific boating and outdoor recreation Websites.
 - Those who thought that displays at stores would be an excellent way to encourage them to use a PFD named boating/outdoor recreation/fishing stores and department stores.
 - Those who thought that billboards would be an excellent way to encourage them to use a PFD indicated that the best places for the billboards are along highways/Interstates leading to resort areas or leading to lakes and river access points.
 - Those who thought that magazines would be an excellent way to encourage them to use a PFD most commonly named sporting/outdoor recreation magazines.
 - Those who thought that posters would be an excellent way to encourage them to use a PFD most commonly said the posters should be placed near marinas, access sites, and boating/fishing stores.
 - Those who thought that brochures would be an excellent way to encourage them to use a PFD thought that they should be given out near boating areas, in boating/fishing stores and shows, and along with licenses where they are purchased.

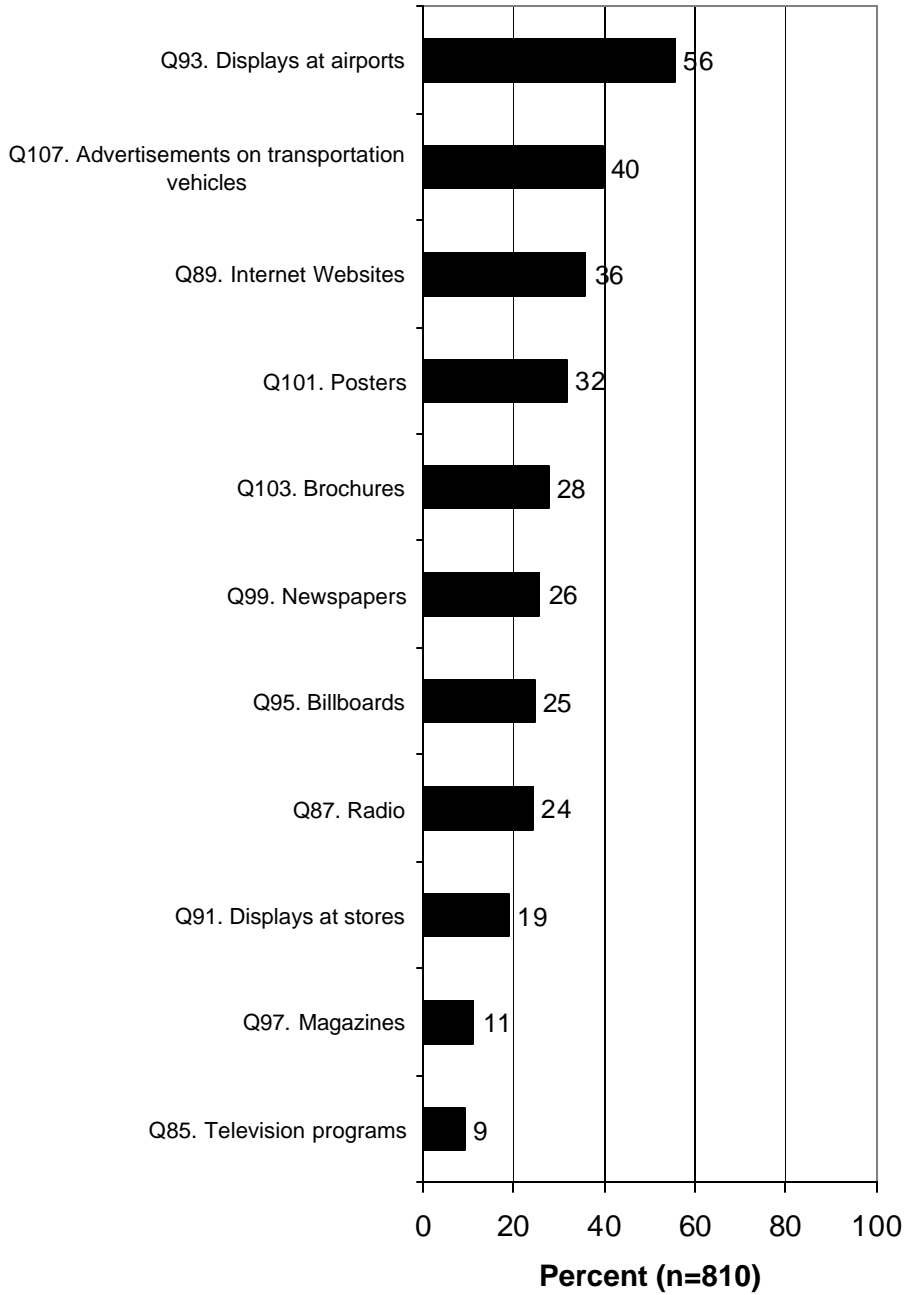
Q85-107. Percent who said the following would be an excellent way to encourage them to wear a PFD.



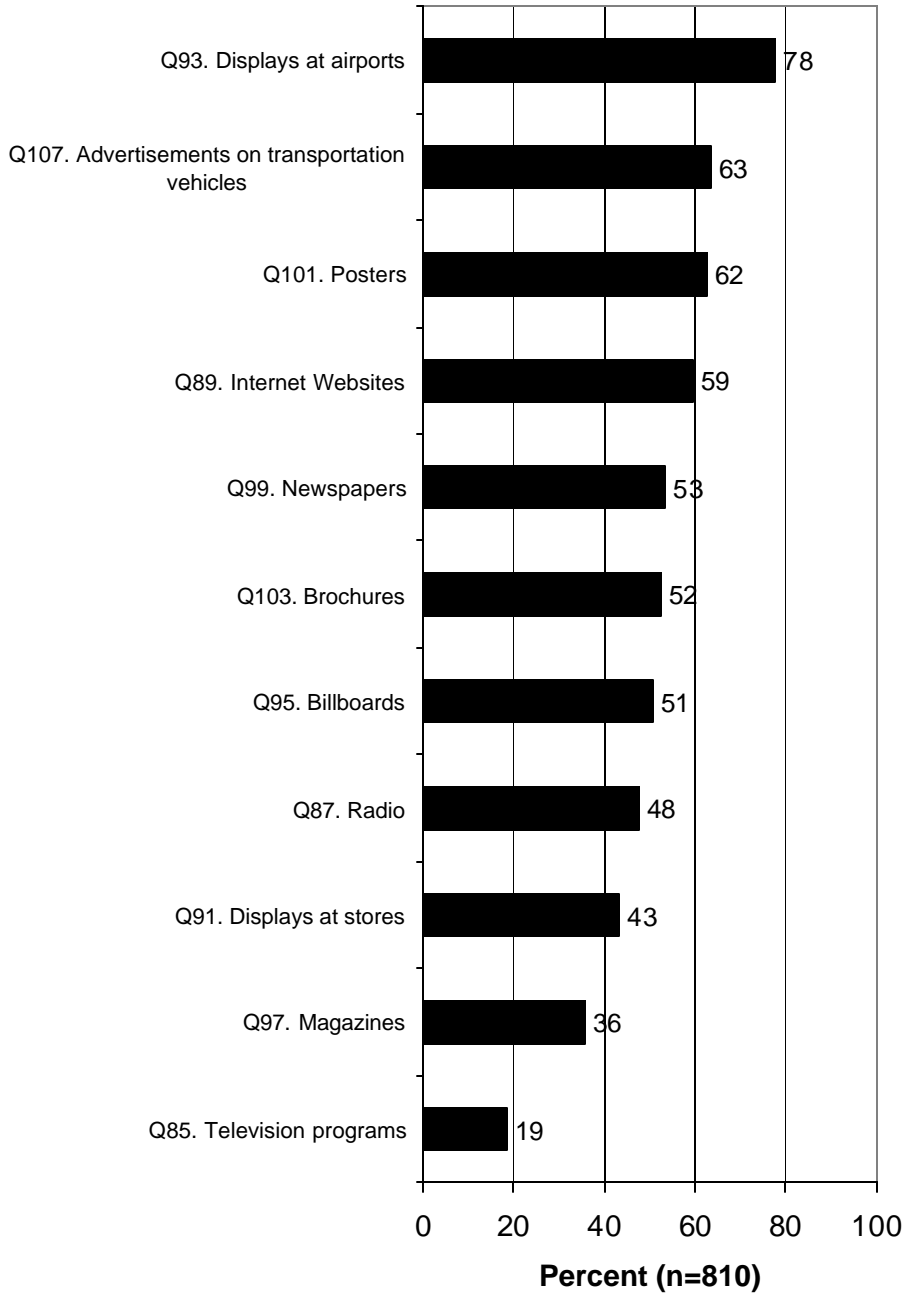
Q85-107. Percent who said the following would be an excellent or good way to encourage them to wear a PFD.



Q85-107. Percent who said the following would be a poor way to encourage them to wear a PFD.



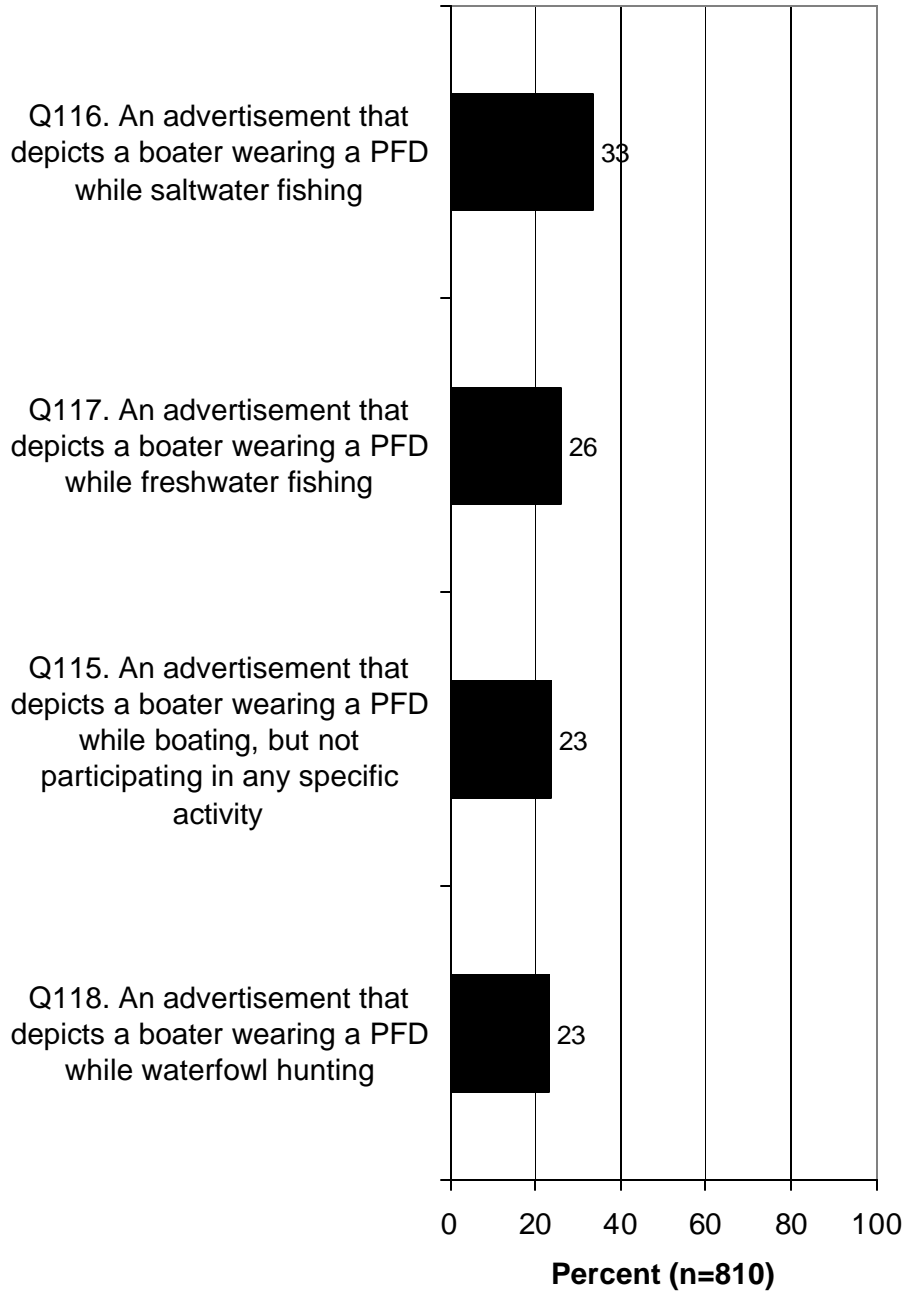
Q85-107. Percent who said the following would be a fair or poor way to encourage them to wear a PFD.



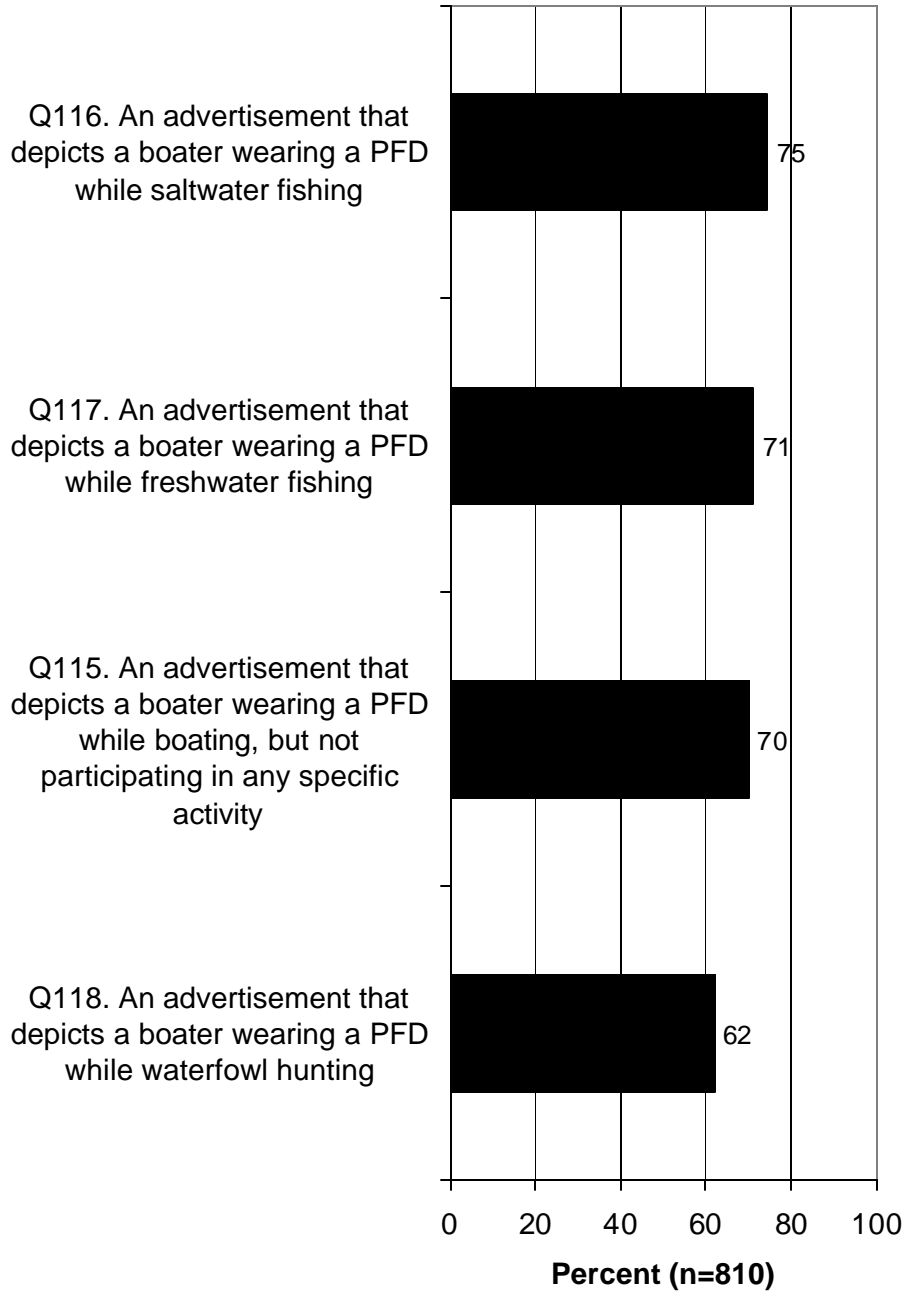
Effectiveness of Messages Encouraging PDF Use

- A previous finding pertinent to this section is that only 14% of those who had seen information or an advertisement regarding the use of PFDs said the information/advertisement made them start wearing a PFD.
- Boaters were asked about the effectiveness of four potential advertisements in encouraging them to wear a PFD. The advertisements seen as the most effective would be advertisements depicting anglers wearing PFDs while fishing: 33% said that an advertisement depicting a boater wearing a PFD while saltwater fishing would be very effective in encouraging them to wear a PFD, and 26% said the same about freshwater fishing. The lowest ranked advertisement is the one that depicts a boater wearing a PFD while waterfowl hunting, which 23% of boaters said would be very effective. The graph showing the percent who said that the advertisements would be not at all effective is the exact inverse of the “effective” graphs.
 - Note that all four advertisements had a majority of boaters saying that the advertisements would be very or somewhat effective in encouraging them to wear a PFD, ranging from 75% to 62%.
- There is a previous finding that is pertinent to this section. Respondents were asked about eight scenarios that might make them wear a PFD more frequently or less frequently. The top scenario that would make boaters wear a PFD more frequently would be if somebody the boater knew had drowned because he/she was not wearing a PFD (63% said this would make them wear a PFD more frequently). Two other answers had markedly higher percentages giving that answer: 50% said that knowing that 91% of sportsmen who died in boating accidents between 1995 and 2000 were not wearing a PFD would make them wear a PFD more frequently, and 46% said that seeing a compelling television commercial or program that talked about the importance of wearing a PFD would make them wear a PFD more frequently.
- Also pertaining to this section are the questions about the effectiveness of four different themes or approaches that messages could take that would encourage them to wear a PFD. The top message themes/approaches are guilt responsibility (59% said a message that takes a guilt approach—the responsibility to one’s family—would be very effective in encouraging them to wear a PFD) and serious consequences (56% said this approach would be very effective). The lowest ranked approach was the humorous approach—only 19% said this would be very effective.

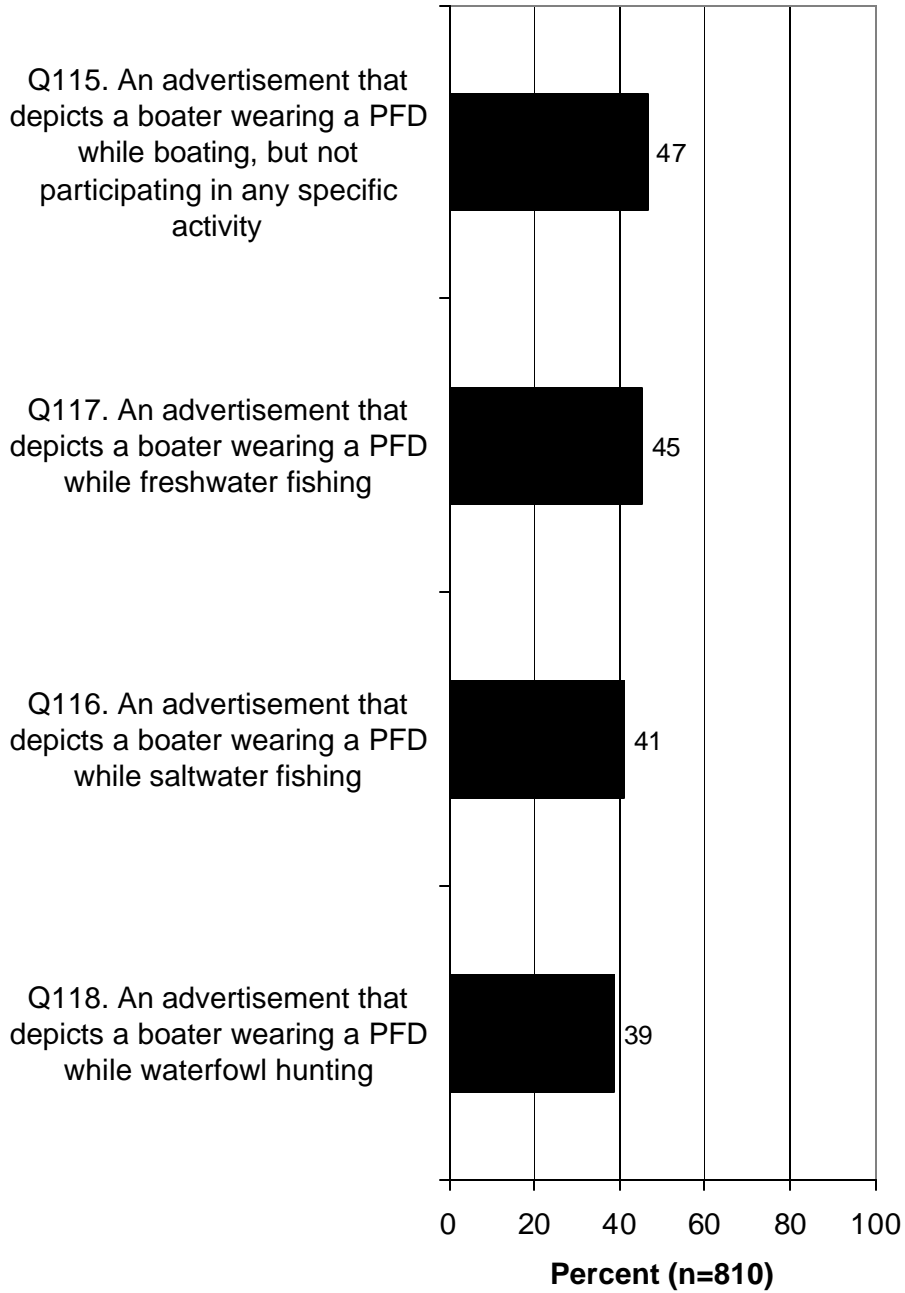
Q115-118. Percent who think the following would be very effective in encouraging them to wear a PFD.



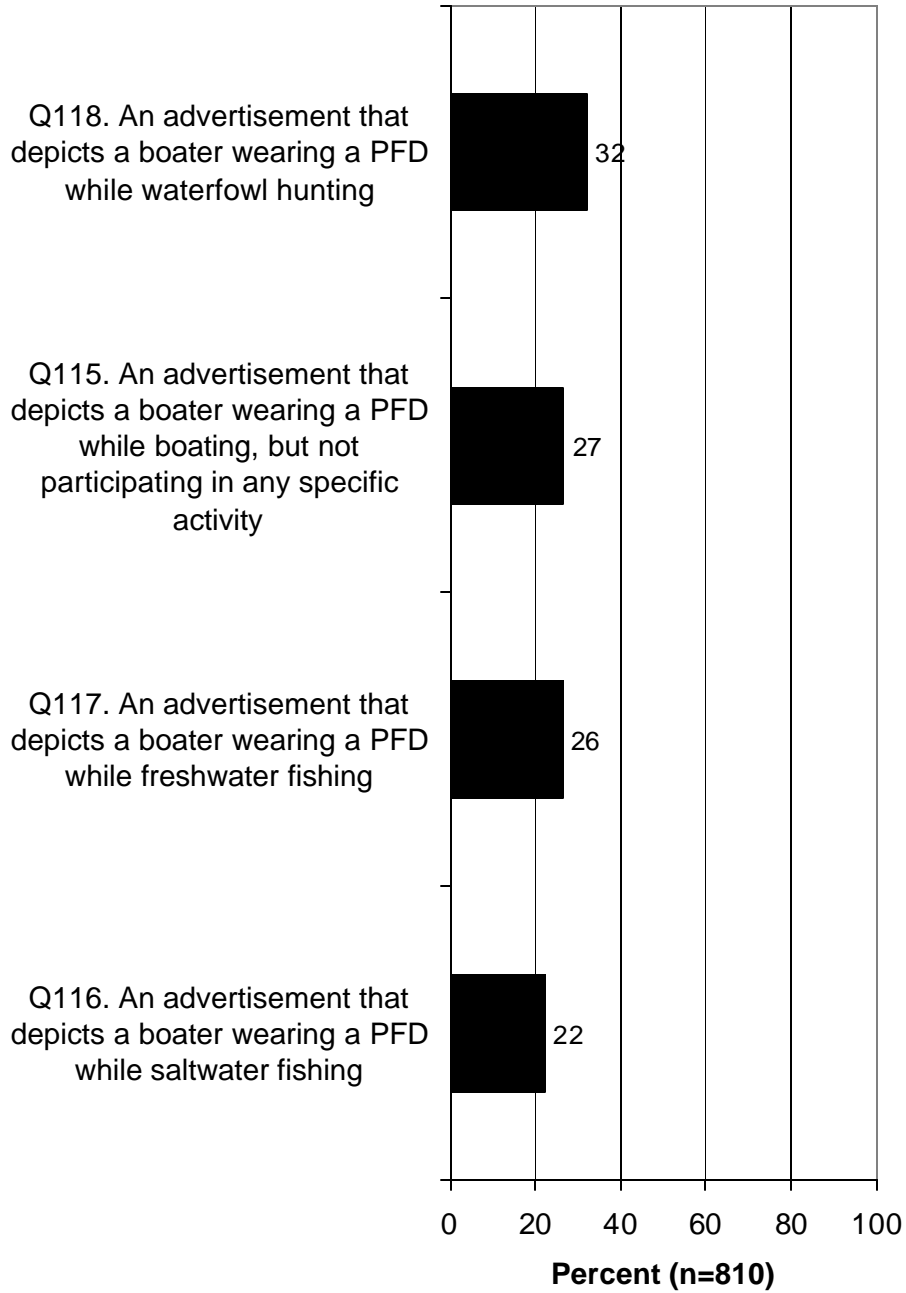
Q115-118. Percent who think the following would be very or somewhat effective in encouraging them to wear a PFD.



Q115-118. Percent who think the following would be somewhat effective in encouraging them to wear a PFD.



Q115-118. Percent who think the following would be not at all effective in encouraging them to wear a PFD.



THEMATIC TOPICS OF INTEREST

HUNTING FROM A BOAT

- Although these results have already been discussed previously in this report, the results of all questions pertaining to hunting from a boat are included in this section.

- A very small percentage of boaters (4%) had hunted from a boat in the past 2 years.

- Nearly half of those who hunt from a boat usually do so with friends (49%), 23% do so with children, 20% do so with extended family, and 14% do so alone.

- While only 25% of boaters overall say they always wear a PFD while boating, 31% of those who hunt from a boat say they always wear a PFD while hunting from a boat. However, a greater percentage of those who hunt from a boat answered rarely or never than did boaters overall: 40% of those who hunt from a boat rarely or never wear a PFD while hunting from a boat, while only 26% of boaters overall answered that they rarely or never wear a PFD while boating.

- Most commonly, boaters said that an advertisement that depicts a boater wearing a PFD while waterfowl hunting would be somewhat effective in encouraging the respondent to wear a PFD (39% gave this response), but nearly as high a percentage (32%) said the given advertisement would be not at all effective; only 23% said such an advertisement would be very effective.

- Nearly a third of boaters (30%) said that seeing professional hunters wearing PFDs while boating would make them wear their PFDs more frequently.

FISHING FROM A BOAT

- Although these results have already been discussed previously in this report, the results of all questions pertaining to fishing from a boat are included in this section.
- A large majority (82%) had fished from a boat in the past 2 years.
- Not quite a majority of those who fish from a boat usually do so with friends (43%), while 29% do so with a spouse, 27% do so with children, and 23% do so with extended family; 9% do so alone.
- It appears that anglers practice worse behavior vis-à-vis wearing PFDs than do boaters overall. Although 25% of boaters overall say they always wear a PFD while boating, only 22% of anglers say they always wear a PFD while fishing from a boat, and although 26% of boaters overall answered that they rarely or never wear a PFD while boating, 41% of anglers say they rarely or never wear a PFD when fishing from a boat.
- A third of boaters (33%) said that an advertisement that depicts a boater wearing a PFD while saltwater fishing would be very effective in encouraging the respondent to wear a PFD, and an additional 41% said such an advertisement would be somewhat effective; 22% said it would be not at all effective. A little more than a fourth of boaters (26%) said that an advertisement that depicts a boater wearing a PFD while freshwater fishing would be very effective in encouraging the respondent to wear a PFD, and an additional 45% said such an advertisement would be somewhat effective; 26% said it would be not at all effective.
- More than a third of boaters (34%) said that seeing professional anglers wearing PFDs while boating would make them wear their PFDs more frequently.

PERSONAL WATERCRAFT

- Although these results have already been discussed previously in this report, the results of all questions pertaining to personal watercraft are included in this section.

- More than a fourth of boaters (26%) had operated a personal watercraft in the previous 2 years.

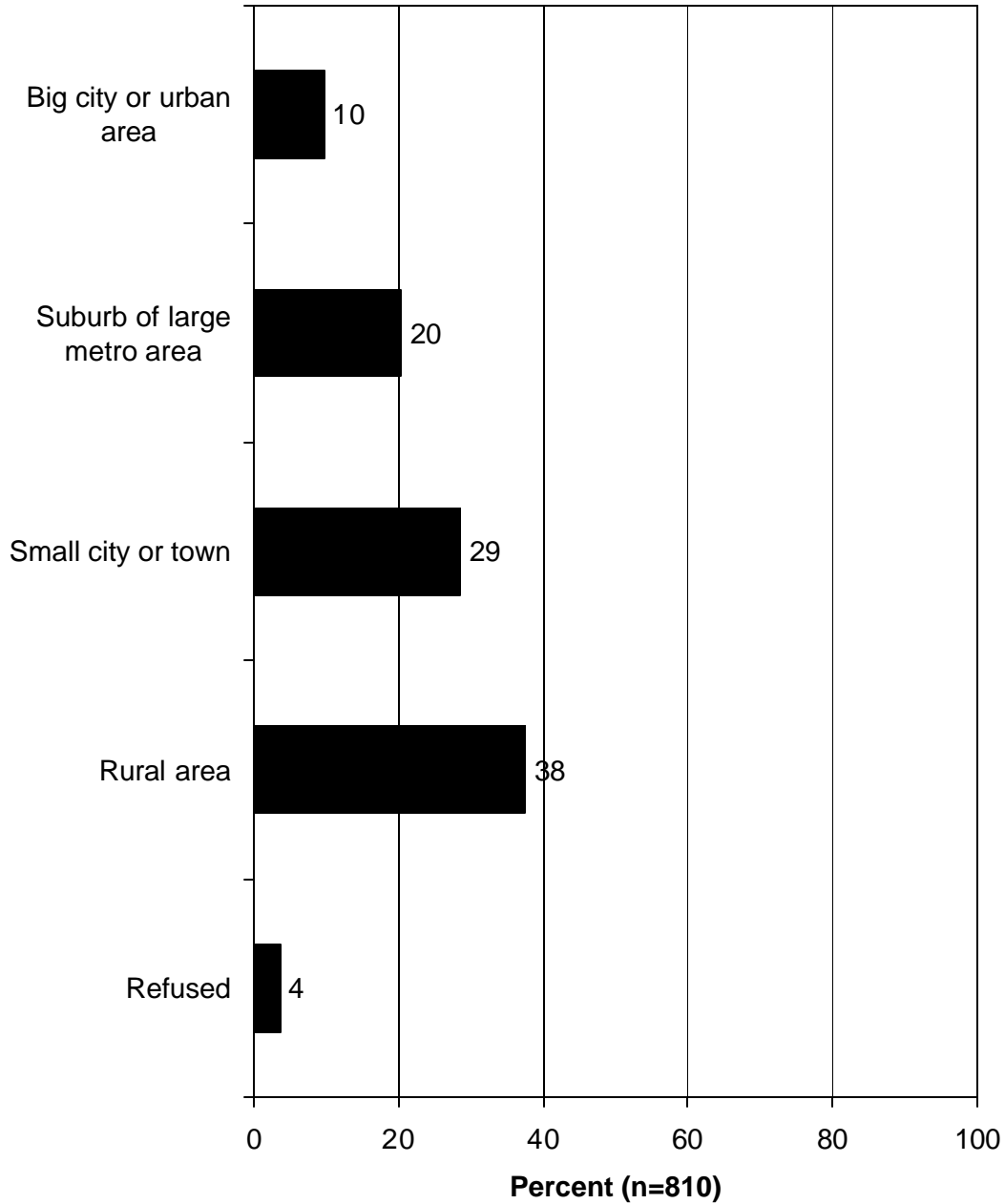
- Of those who own a boat, 7% own a personal watercraft.

- A majority of boaters (59%) agree that all boaters should be required to take a boating safety course, and 35% disagree. However, when boaters were asked if *only* personal watercraft operators should be required to take a boating safety course, 35% agreed, and 56% disagreed.

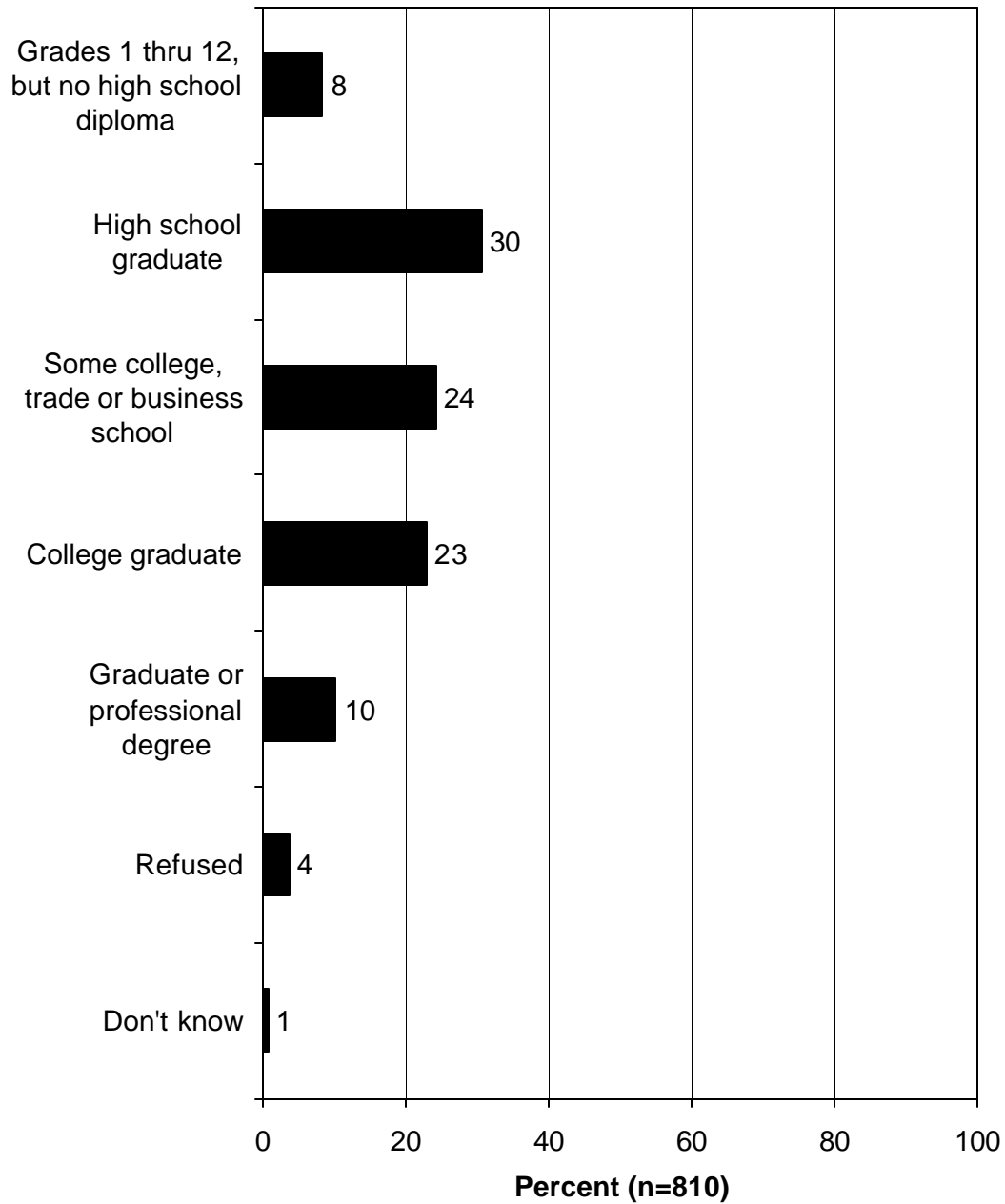
DEMOGRAPHIC DATA

- Most commonly, boaters indicated that they live in a rural area (38%), followed by a small city or town (29%), a suburban area (20%), and then big city or urban area (10%).
- A majority of boaters (57%) indicated that they had attended college, with or without receiving a degree, and 33% said they had received a degree.
- Most boaters were married (69%).
- Slightly more boaters did not have children living at home (54%) than had children living at home (42%).
- A large percentage of boaters refused to divulge their household income.
- Most boaters indicated that they were not of Hispanic or Latino ethnicity; 1% did.
- The overwhelming majority of boaters (86%) indicated that they are white.
- The ages of boaters follow a bell curve with the peak in the 45-54 years old category.
- Boaters are overwhelmingly male (81%).
- The sample was divided into fourths: 25% were residents of each of the four states (Georgia, Indiana, New Jersey, and Washington) in the survey.

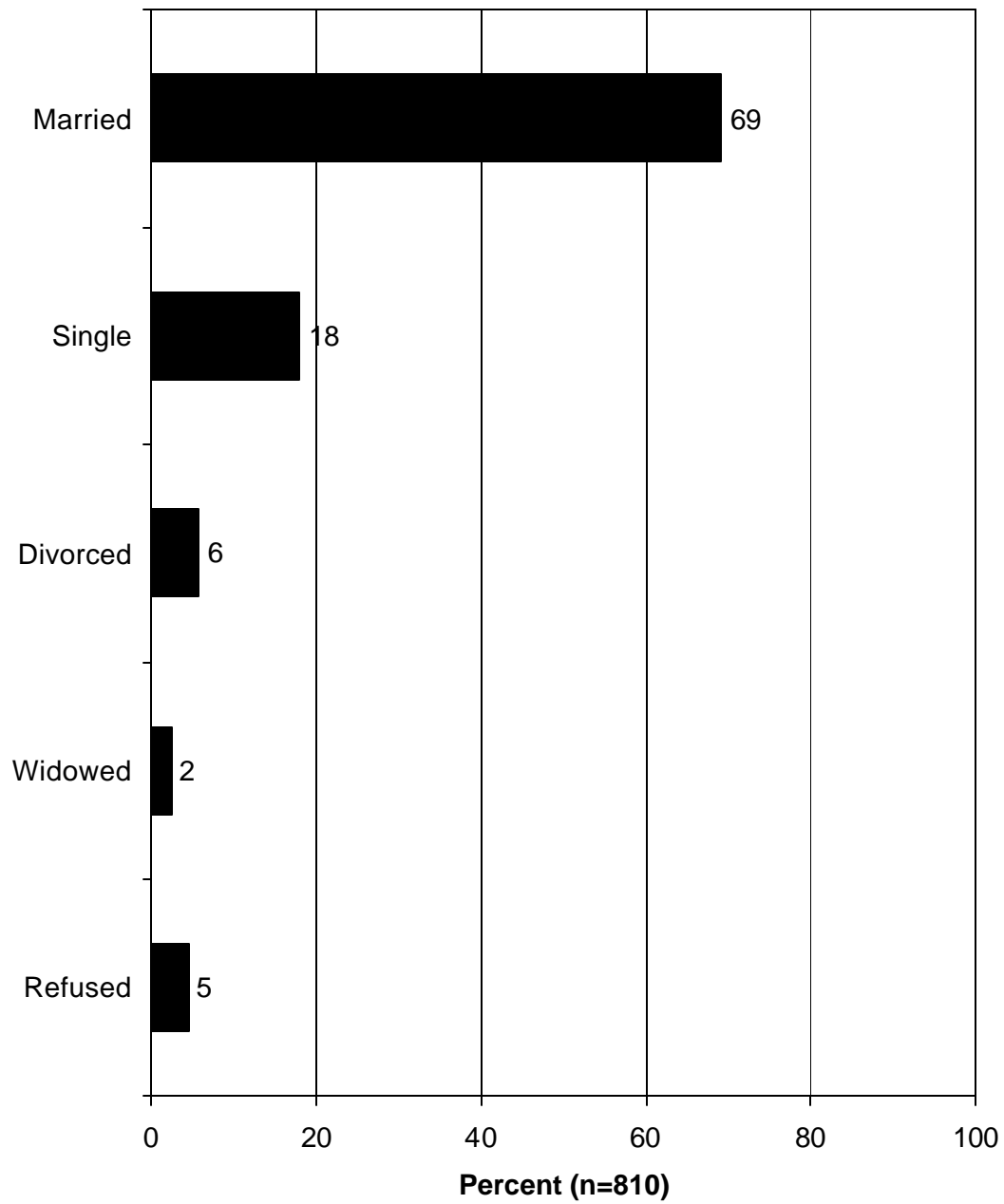
Q132. Do you consider your place of residence to be in a big city or urban area, a suburban area, a small city or town, or a rural area?



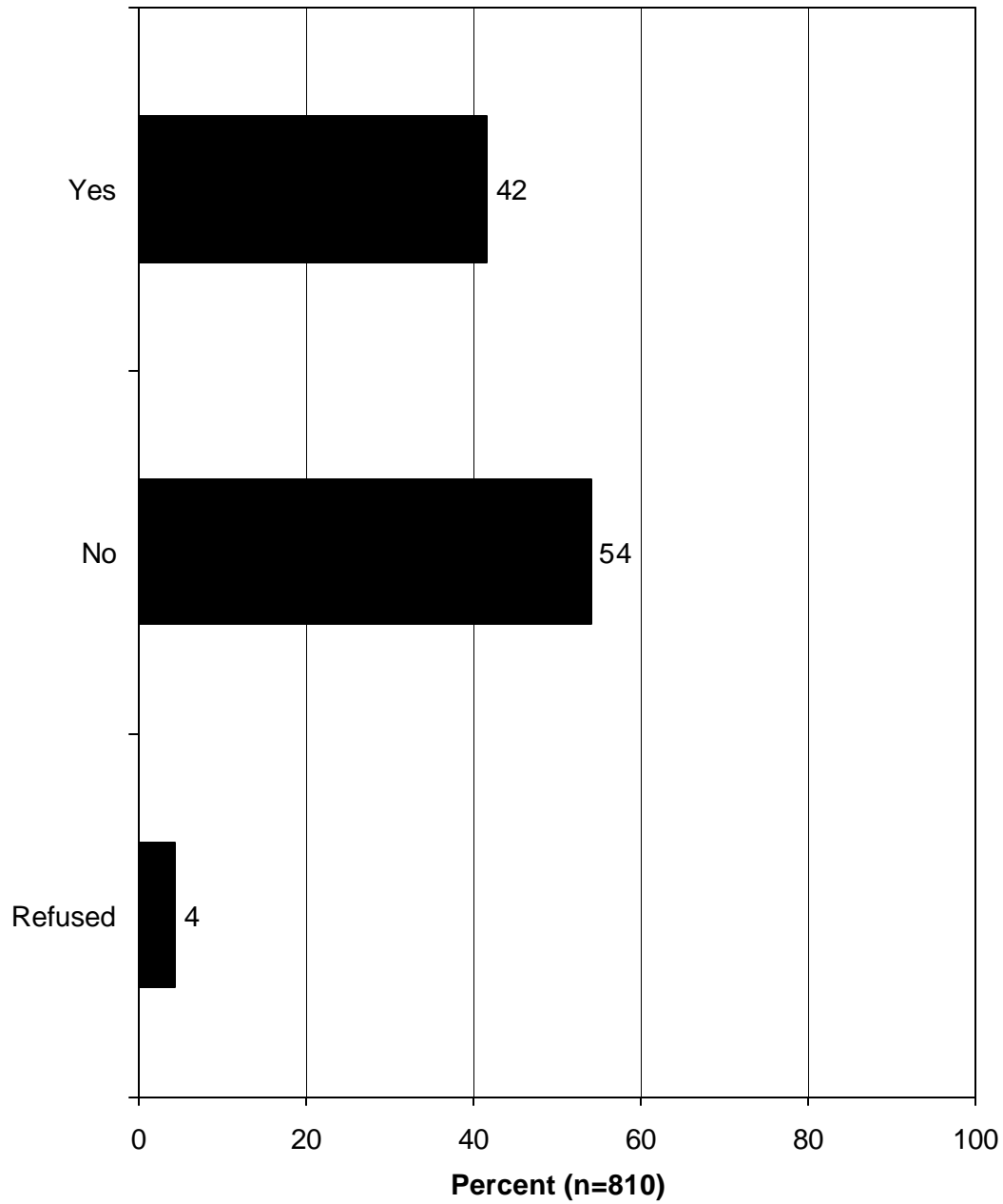
Q133. What is the highest grade level you have completed in school?



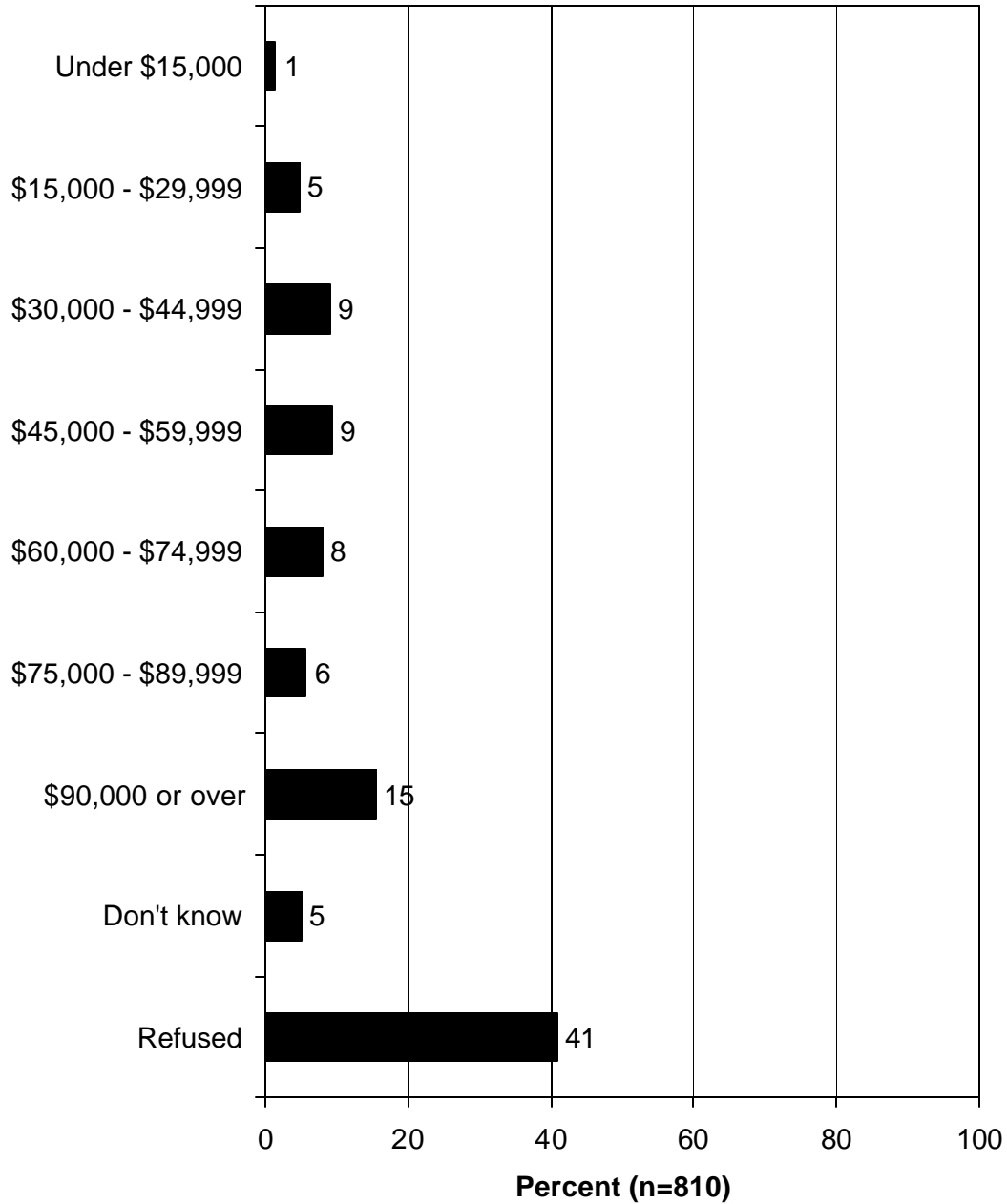
Q134. What is your marital status?



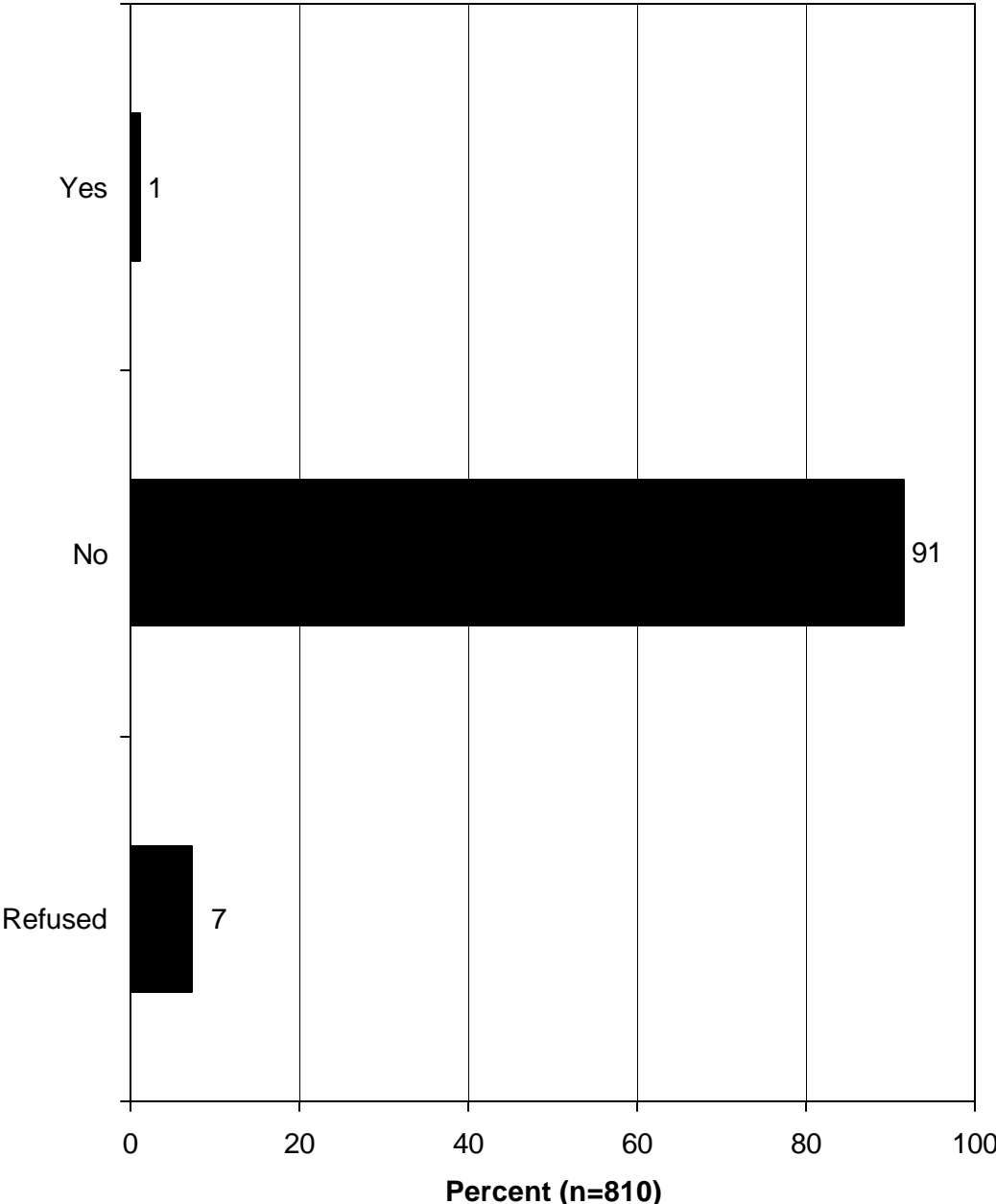
Q135. Do you have children under the age of 18 currently living in your household?



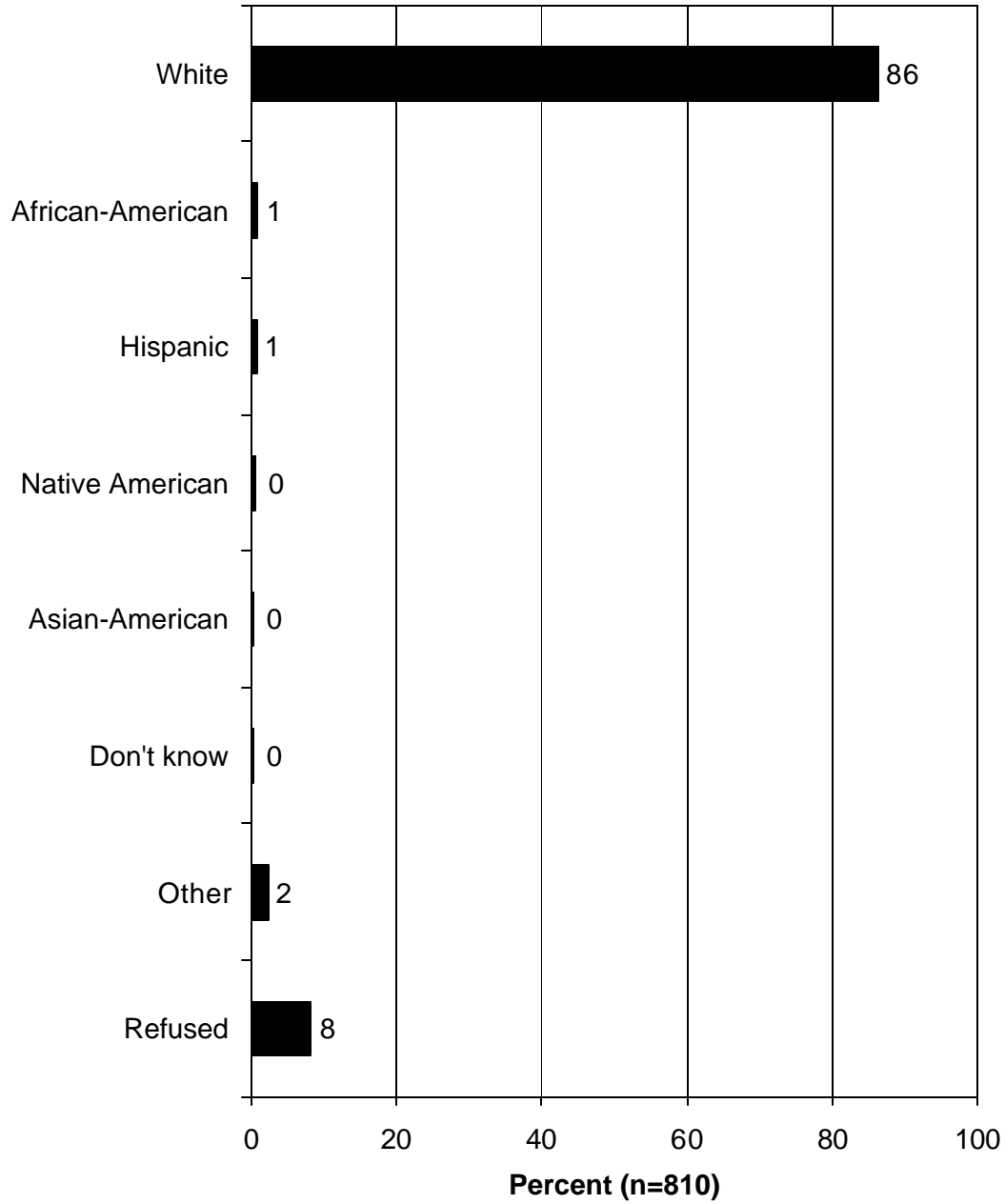
Q136. Which of these categories best describes your total household income before taxes last year?



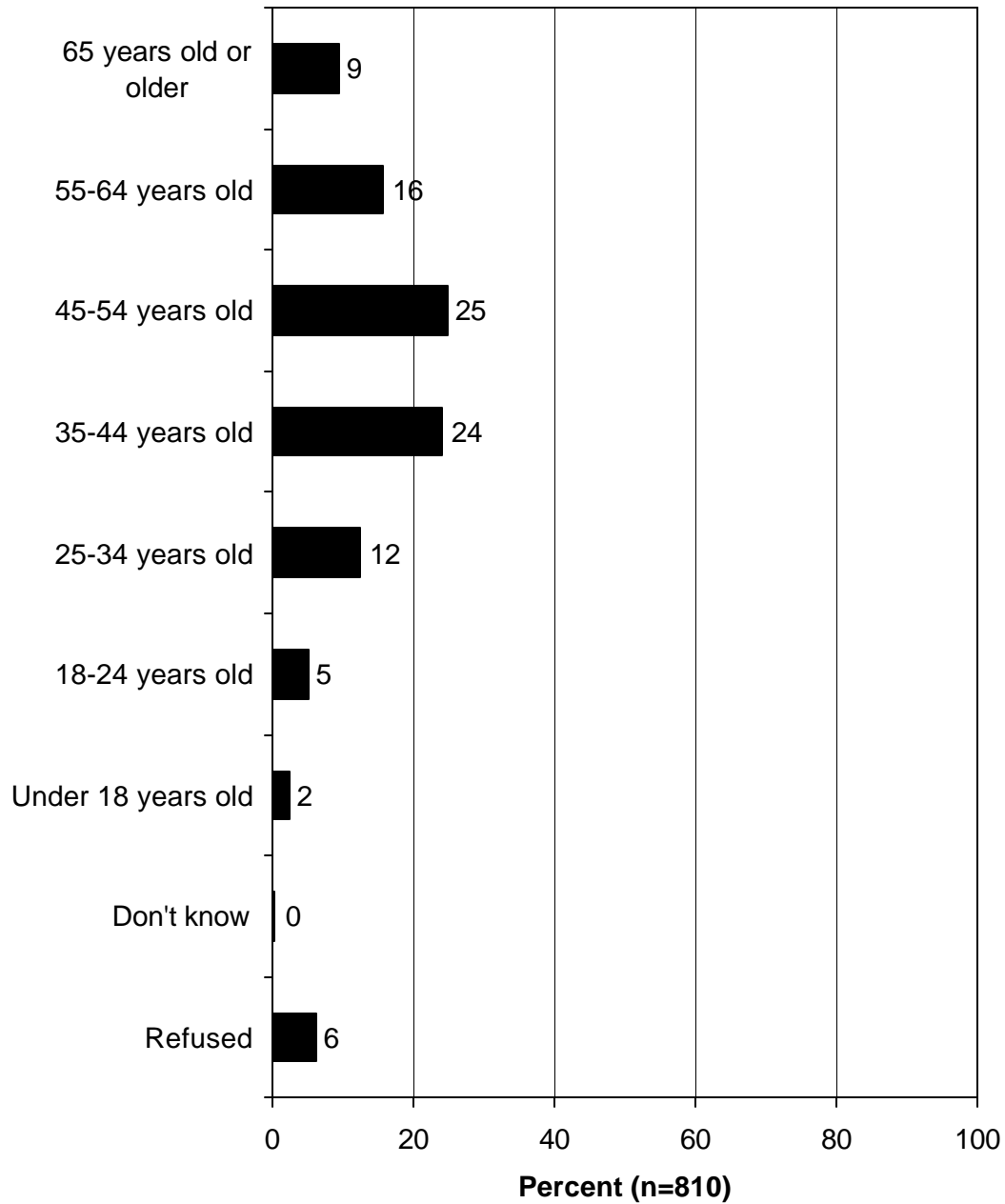
Q137. Are you of Hispanic or Latino ethnicity?



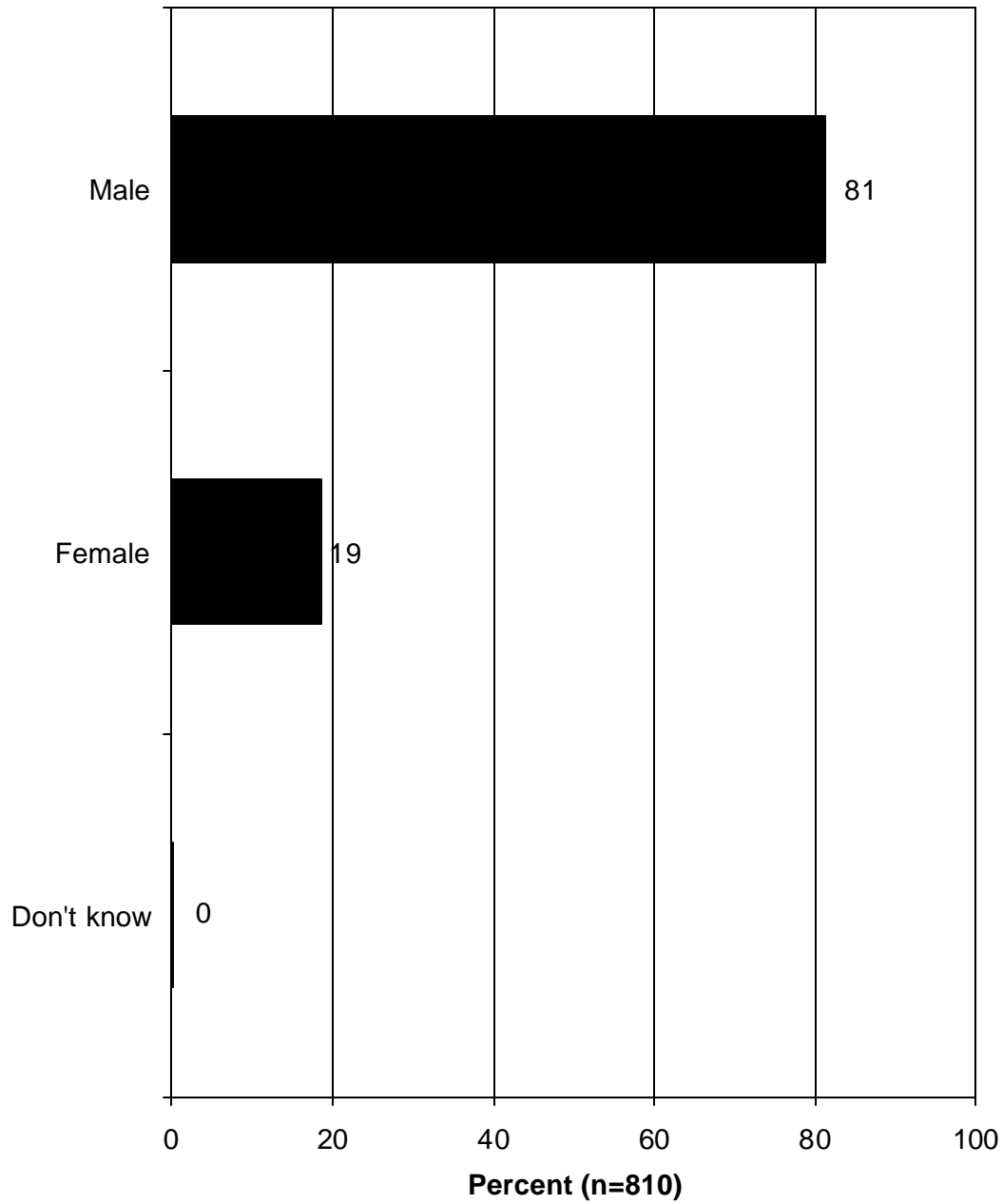
Q138. What race or ethnic background do you consider yourself?



Q139. May I ask your age?



Q142. Respondent's gender (not asked, but observed by interviewer).



ADDITIONAL COMMENTS

Q140. That's the end of the questionnaire; thank you very much for your time and cooperation! (Additional Comments)

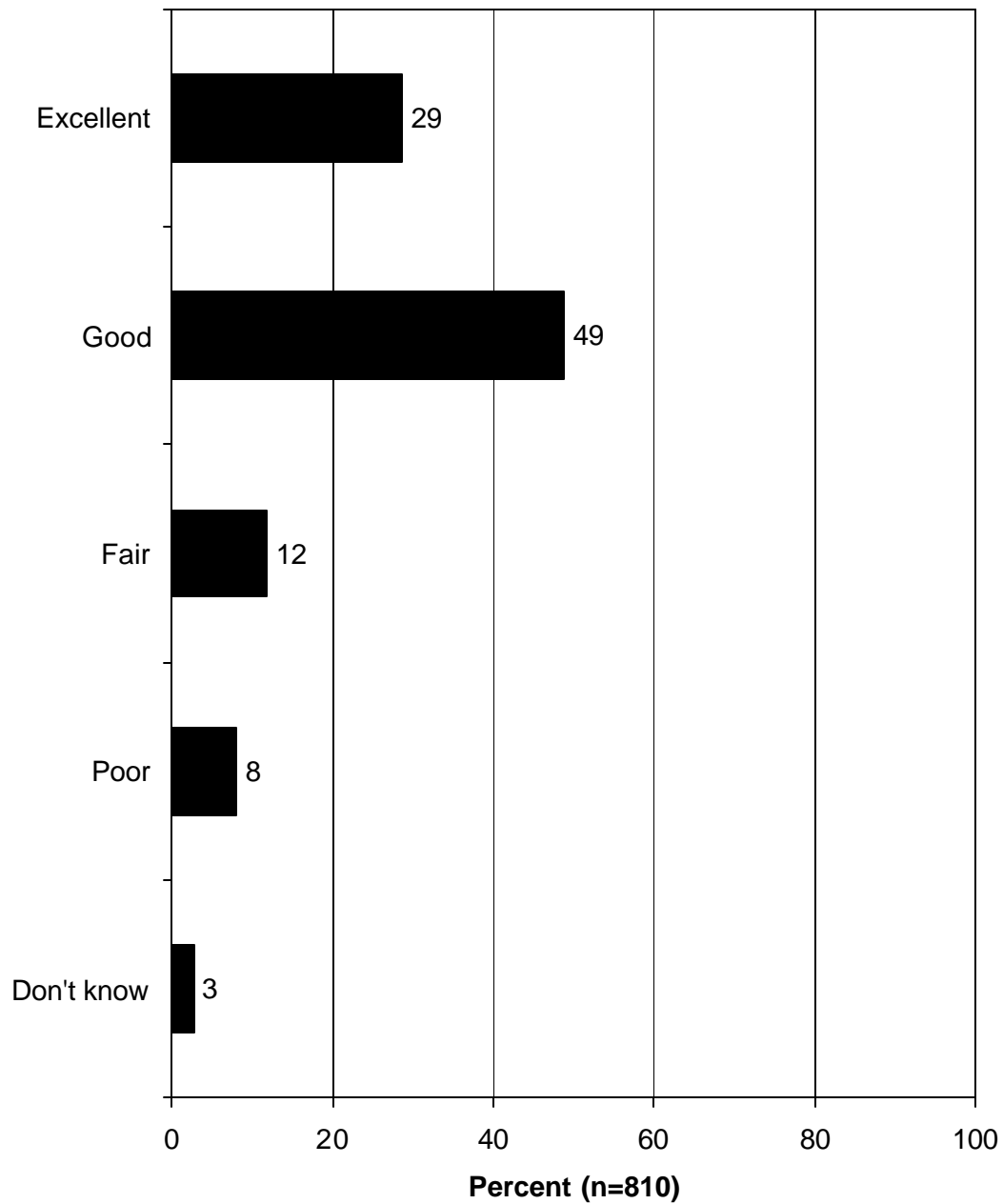
I think there should be more Conservation Officers out on the water; this would [make boating] safer also.
I saw a billboard towards South Bend depicting two guys drinking a Busch beer while boating. I think the Coast Guard or someone needs to look into this and do something about it.
I would buy one of those new inflatable PFDs if the cost came down; I would wear it all the time. The one I have is just too bulky.
Wearing a PFD should [be according to] personal preference.
The encouragement I need is a cheaper life jacket. People shouldn't be required to wear a PFD; it's a personal choice, and common sense should determine when it's appropriate.
You need to put some messages about drinking because that is how a lot of people are getting killed.
More people should use common sense—when it gets rough, put on the life preserver.
Something has to be done about the jet skiers; they are too young and out of control.
The State of New Jersey is a great place to start to change the way people boat.
People are not going to change, especially adults.
There needs to be more upright PFDs so they can stay afloat in the water. Also, every lake should have a yearly seminar on safety, and a separate license [should be required] to operate a boat, like a driver's license—and they get that taken away if they get in trouble.
I'm an 8th grade teacher, and I think if the Coast Guard were to do a campaign ad in our educational system or send a USCG rep in person, that would be very effective.
You can never be too safe; always wear your PFD.
If they showed a dead body that had been drowned, it would work to encourage people to wear PFDs.
I think this is something everyone needs to know for boating safety.
I would like to see an awareness program in the public schools.
Use pretty girls in the ads; that gets my attention.
I would hate to see any governmental intervention in the requirement of wearing PFDs.
It should be the responsibility of the captain to judge which passengers should wear PFDs and to know the law. All operators should wear them and take a class. Anyone by themselves should wear a PFD as well.
I am for the wearing of PFDs. I think that they are a great idea.
I would like to see more people use a little bit more common sense while boating.
I think that education is far more important than wearing a personal flotation device, so the focus should be on requiring everyone to take a boater safety course.
It would be great if the Coast Guard got involved in promoting boating safety. People would pay attention to Coast Guard information.
Everyone should be safety conscious in or out of the water, and it is the individual's own choice as to what he or she wants to do.
On the water when we see the State law enforcement wearing their vests all the time, it is very effective on [encouraging] other people to wear them. Some ads on where a boating safety class is located would be helpful; a lot of people don't know they are located or available.
Brochure for PFD=excellent, should be placed in pediatrics office. This is wonderful what you're doing—extremely important!
I'd wear a PFD if it was required by law, like a seatbelt, but other than that I'm old and boat slowly and safely and only require PFDs for youngsters on my boat.
We certainly need regulations for minors on the use of boats and PFDs.

Common sense should determine when a PFD is to be used. If you're looking at marketing techniques, try boat shows.
More advertising about PFDs and their use, and also drinking while boating, is needed.
If you want to cut back on accidents, the power of motors should be regulated; 300 horsepower motors on 20-foot boats are a good way to kill someone. The USCG should check for alcohol consumption when doing routine checks for fishing licenses as well.
I would be interested in more information on the use of PFDs. And I think the best way to get people to wear them is to make it mandatory for people to wear them.
Boating safety depends on the operator.
One of the reasons I feel people don't respond to wearing a PFD is that it restricts movement. I feel a product like the Suspenders, if mass marketed, would encourage the wearing of PFDs more frequently.
One of the concerns I have is that during the holidays I spend a lot of time pulling children and drunks out of the river. There needs to be some kind of rules, but I don't know how well they could be enforced.
I wish they'd do more advertising.
I cannot stress enough the importance of wearing a PFD at all times when on any body of water.
People take too much for granted when it comes to boating safety.
If they would show boating accidents and people either wearing PFDs or not wearing them, maybe on TV, e.g. "911," and consequences, that may help to get people to wear them.
More ads about safety on the water and more programs in the schools are needed.
I ran into trouble once because I wasn't aware of the rules about PFDs. I had a floatable cushion, and I didn't know that didn't count. More publicity would help that.
Children should always have life jackets on while in a boat.
If safety courses were required, I think older boaters should be grandfathered in so they wouldn't have to take a course.
I feel that PFDs should be worn under any condition when on the water, no matter the person or the boat size.
I feel more advertising would be a good thing because you don't really see anything out there encouraging the use of PFDs.
People don't think that anything is going to happen to them or their family, and until it does, you need to have an advertisement that shows something actually happening like a child falling overboard in real life so people realize it really does happen.
TV is the best way to get information out to the public.
Saturday was the opening day for fishing, and I saw nothing in regard to PFD use. If you're looking for chances to promote their use, why not start there?
Target the children in educating them regarding the use of PFDs, how they are used, etc., since adults are supposed to have enough sense to know when they should wear one.
You just have to be smart while out on the water. If you are going to be a jackass, then you will have to learn to pay jackass prices. I don't need to wear a PFD, I'm not stupid!
I think exposure at the last minute would be very effective. For instance, I think ads right before you enter the water at the boat ramp would be very influential. Another idea is to put reminders to wear PFDs at water way markers.
I strongly feel that all states should require all kids under 18 to take a boater safety course and to wear a life jacket.
Even though I don't wear one, there's always one in my boat.
I think fire extinguishers should be on boats just as much as PFDs.
Try to gear advertisements towards specialty flotation devices, rather than the usual collar-chest device. This will educate individuals on the uses of PFDs and the different approaches to safety.
I would definitely wear a PFD all the time if I could buy an affordable, breathable, non-restricting, comfortable one.

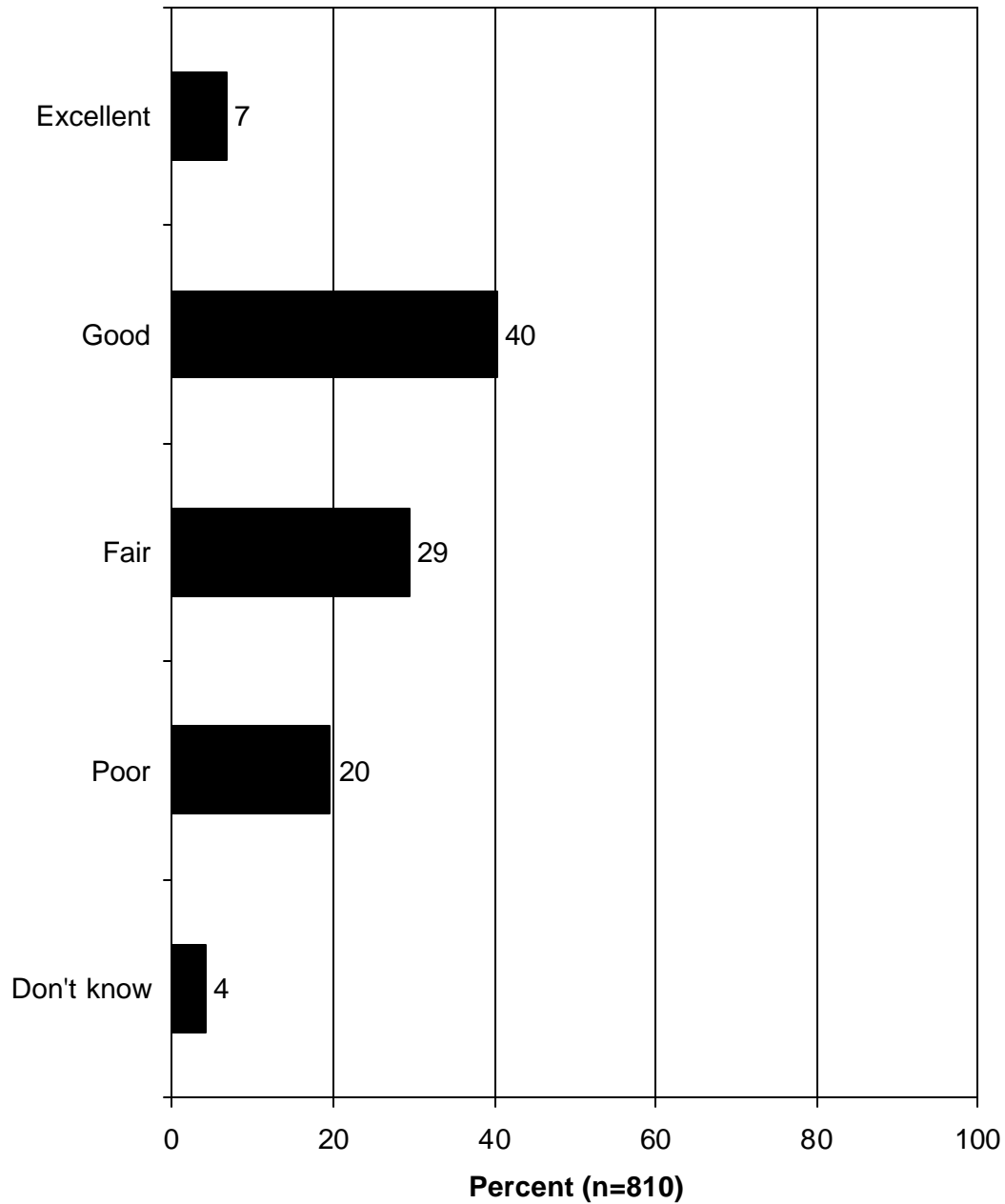
People have it in their mind if they are going to wear a PFD or not, and this won't change unless there is a law or fine. I'm stubborn.
Should do more safety PFD training in schools.
I want a free PFD; then I would wear it!
I hope this year is a safe one for boating.
Scare people into wearing PFDs. Seeing is believing.
Send me a free PFD.
Everyone needs to practice better safety, and parents need to make sure that their children wear their safety jackets at all times. There are a lot of kids out there who are 5 and still don't have a PFD on, and something needs to be done.
There needs to be more education on boating.
I think they should take the approach they do with drunk driving; it's the same thing—it's killing people.
Any change in legislation should be made based on common sense.
I can't get behind [a law] making it mandatory for adults to wear PFDs. Adults should know what they are doing and if they need to wear one, but for children it should be mandatory if it isn't already.
I think safety should be pushed at boat shows.
I don't think that it should mandatory to have to wear a PFD.
The #4 PFD was against the law as of last year, and it was stamped "US Coast Guard approved." I was never told [that it did not meet standards] and got a warning about it.
Personal watercraft should be outlawed, and race boats should be required to be at least 3 miles offshore.
I wear one [a PFD] when I want to.
There should be a mandatory safety class paid for by license fees; however, people have the right to decide on wearing a PFD.
More of the Coast Guard needs to be out there making sure people are using their PFDs more.
Need to specify better; "in a boat" can be taken many ways: moving is different than sitting still.
All this information is sure going to make me think more about wearing my life jacket next time!
I think they should stress sober boating as much as PFD use.
Adults need to keep better watch on their kids and make sure that they always wear their lifejackets, and in some cases it's the adults' judgment to decide if they want to wear one.
I think it should be mandatory to at least wear one in bad weather and mandatory for kids to always wear one.
Make PFDs smaller and easier to move in.
Why don't people have to wear a life jacket when they go ice fishing?

APPENDIX: ADDITIONAL GRAPHS

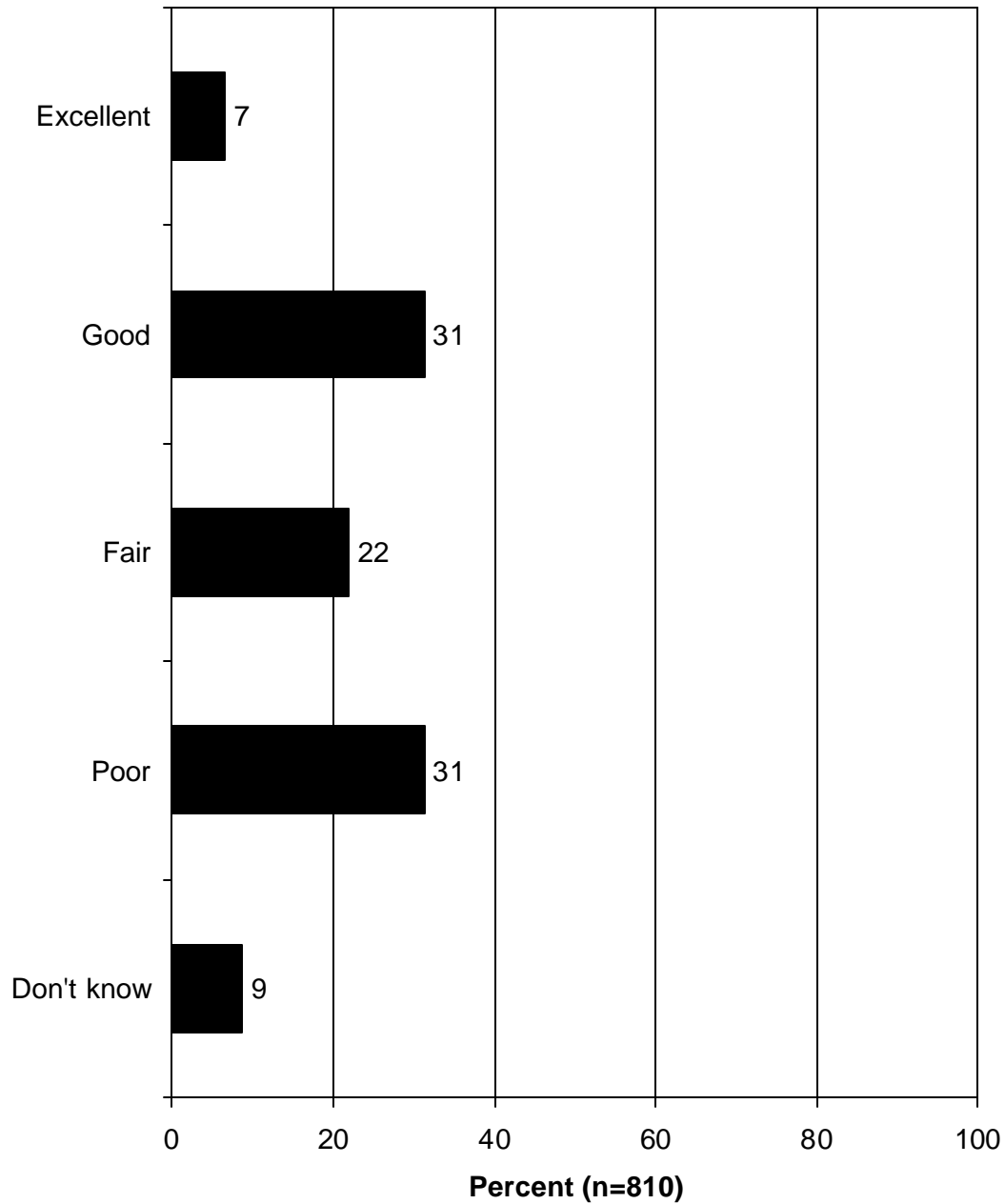
Q63. Do you think television would be an excellent, good, fair, or poor way to encourage you to participate in boating?



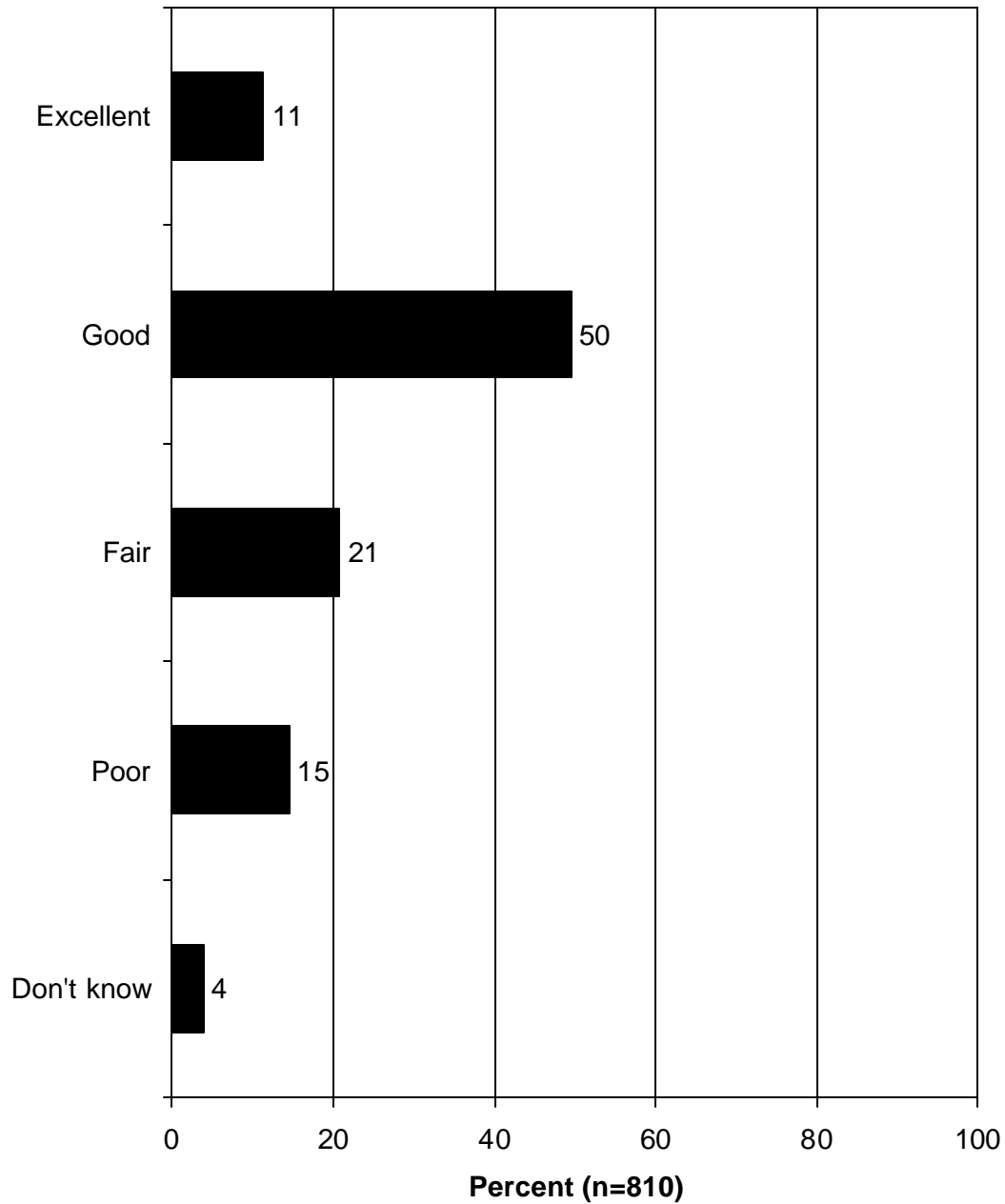
Q65. Do you think radio would be an excellent, good, fair, or poor way to encourage you to participate in boating?



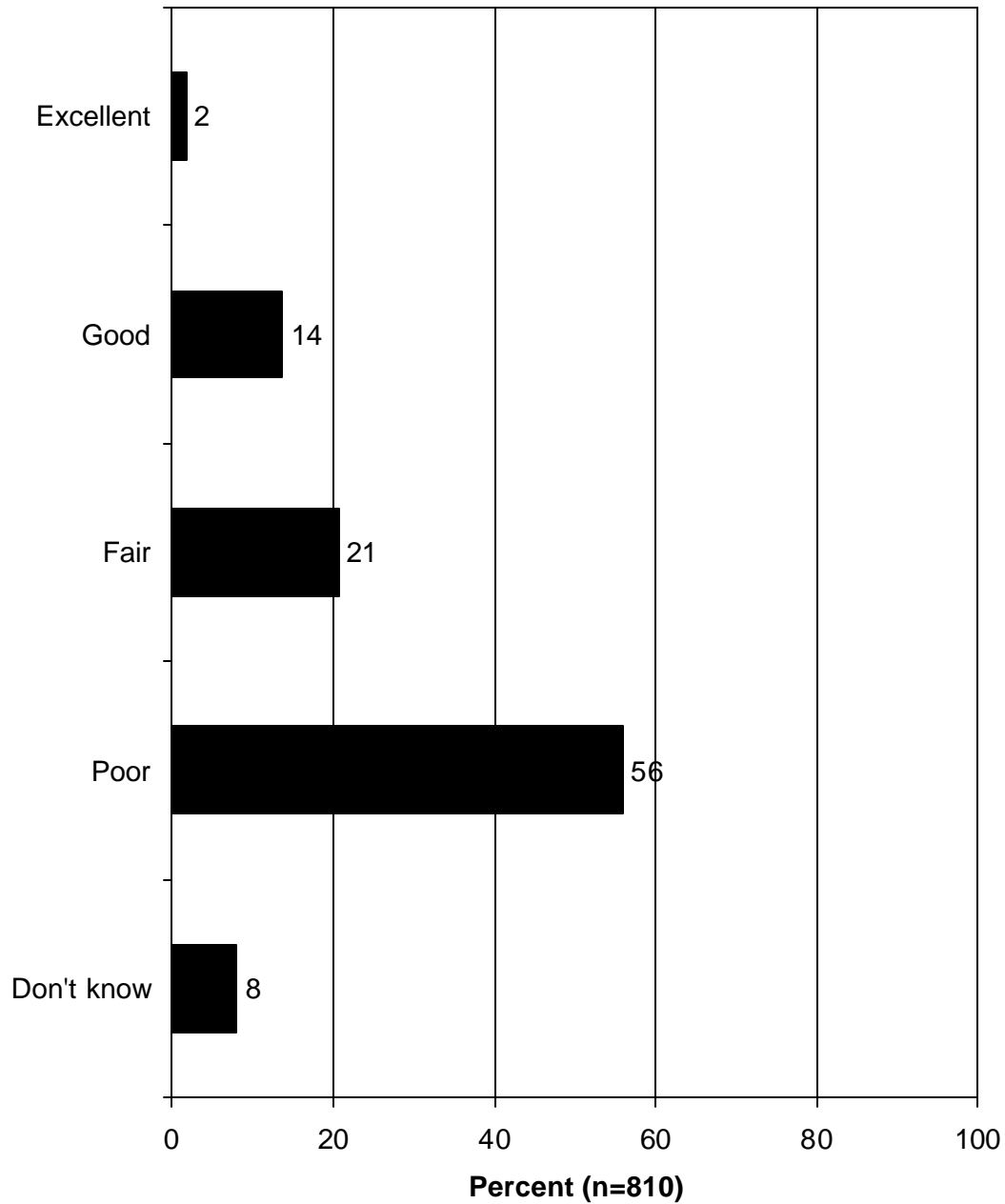
Q67. Do you think Internet Websites would be an excellent, good, fair, or poor way to encourage you to participate in boating?



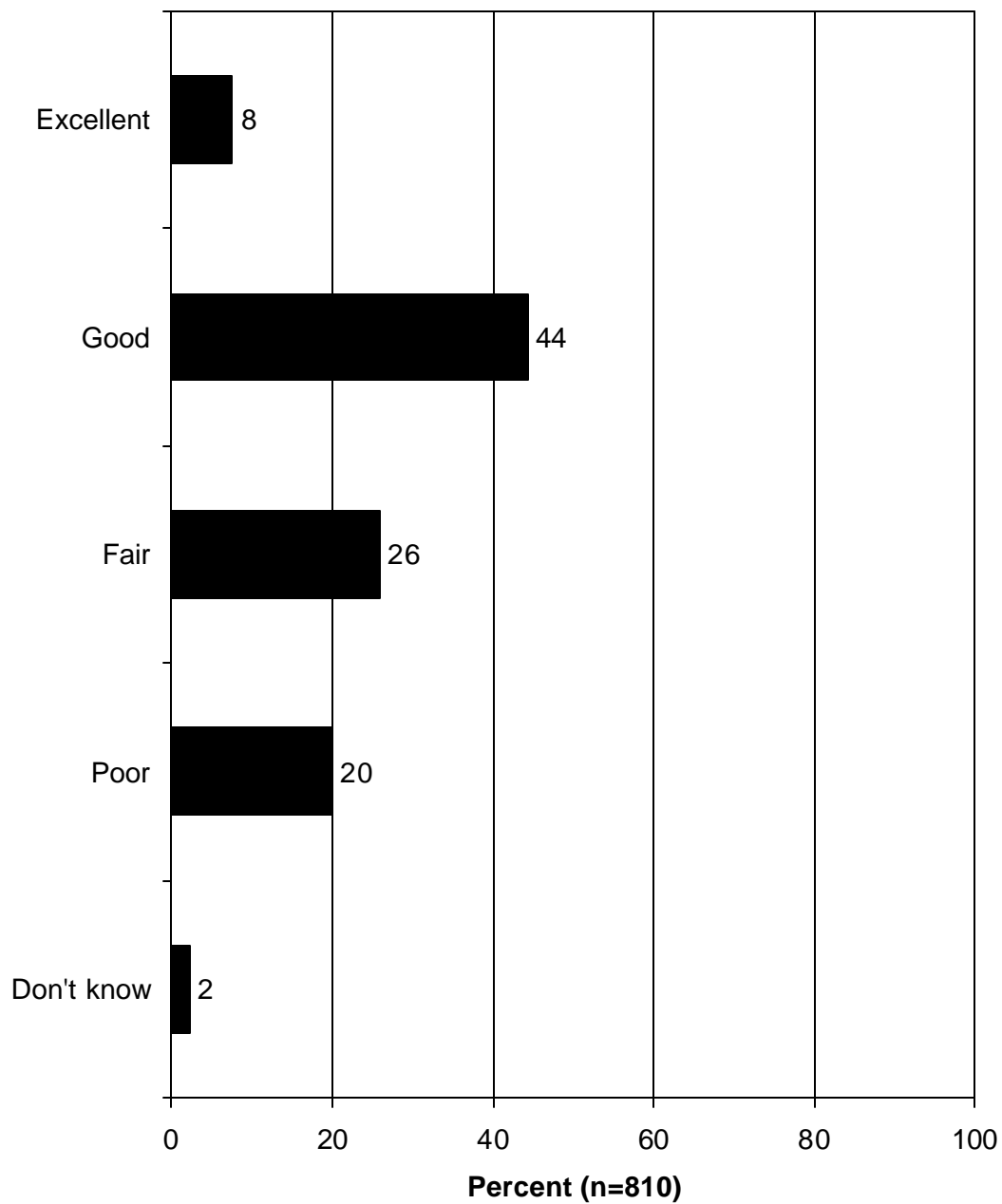
Q69. Do you think displays at stores would be an excellent, good, fair, or poor way to encourage you to participate in boating?



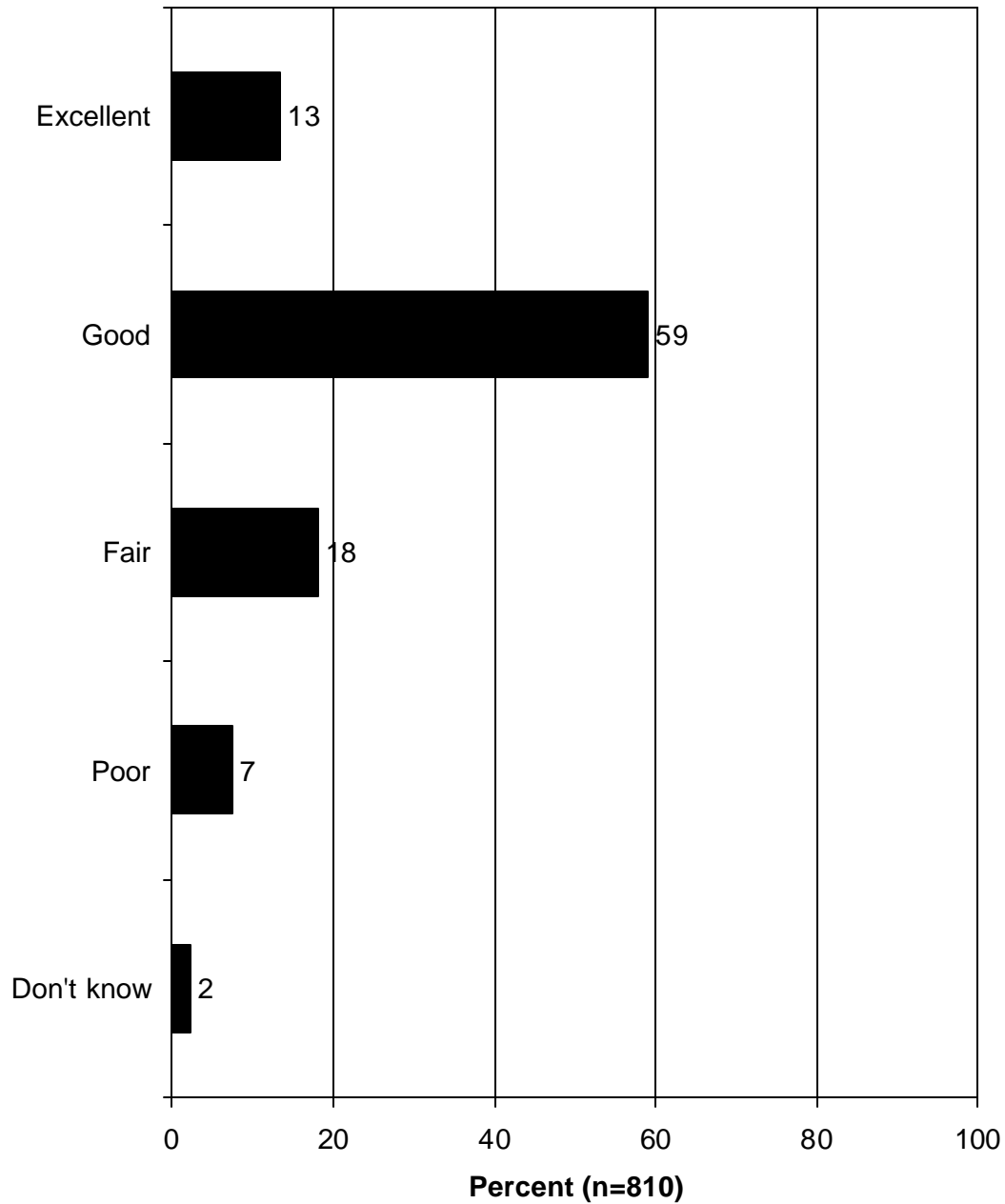
Q71. Do you think displays at airports would be an excellent, good, fair, or poor way to encourage you to participate in boating?



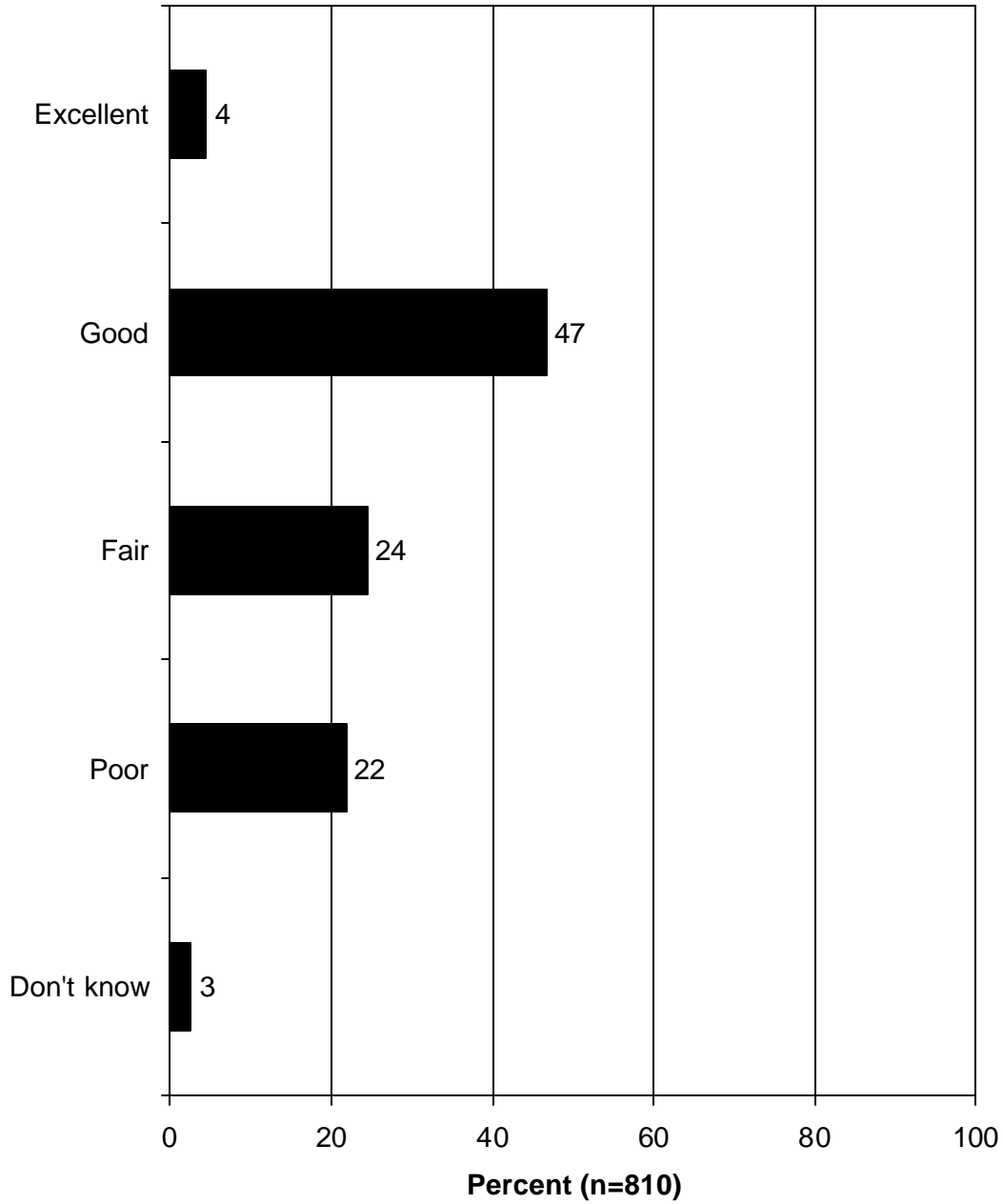
Q73. Do you think billboards would be an excellent, good, fair, or poor way to encourage you to participate in boating?



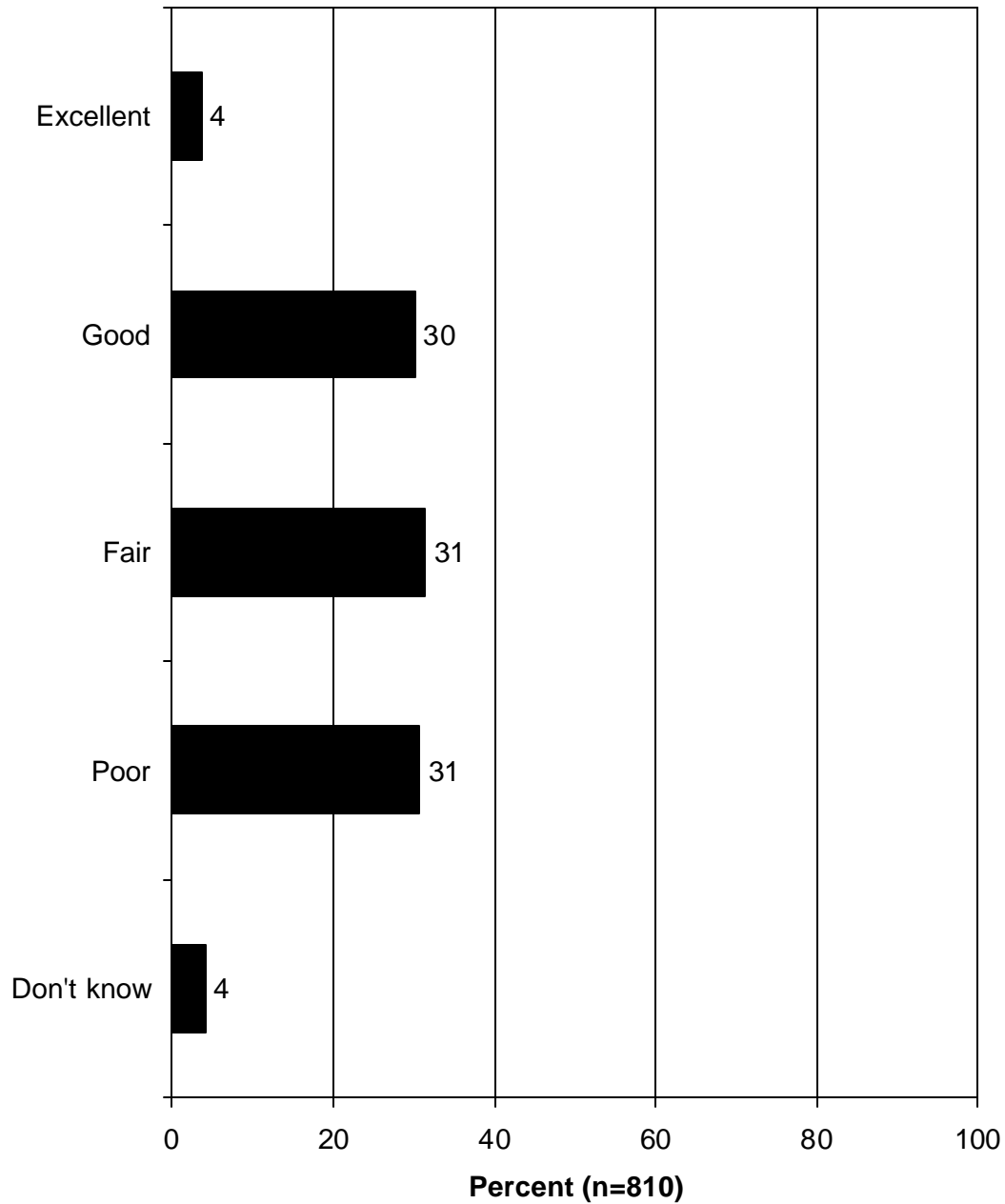
Q75. Do you think magazines would be an excellent, good, fair, or poor way to encourage you to participate in boating?



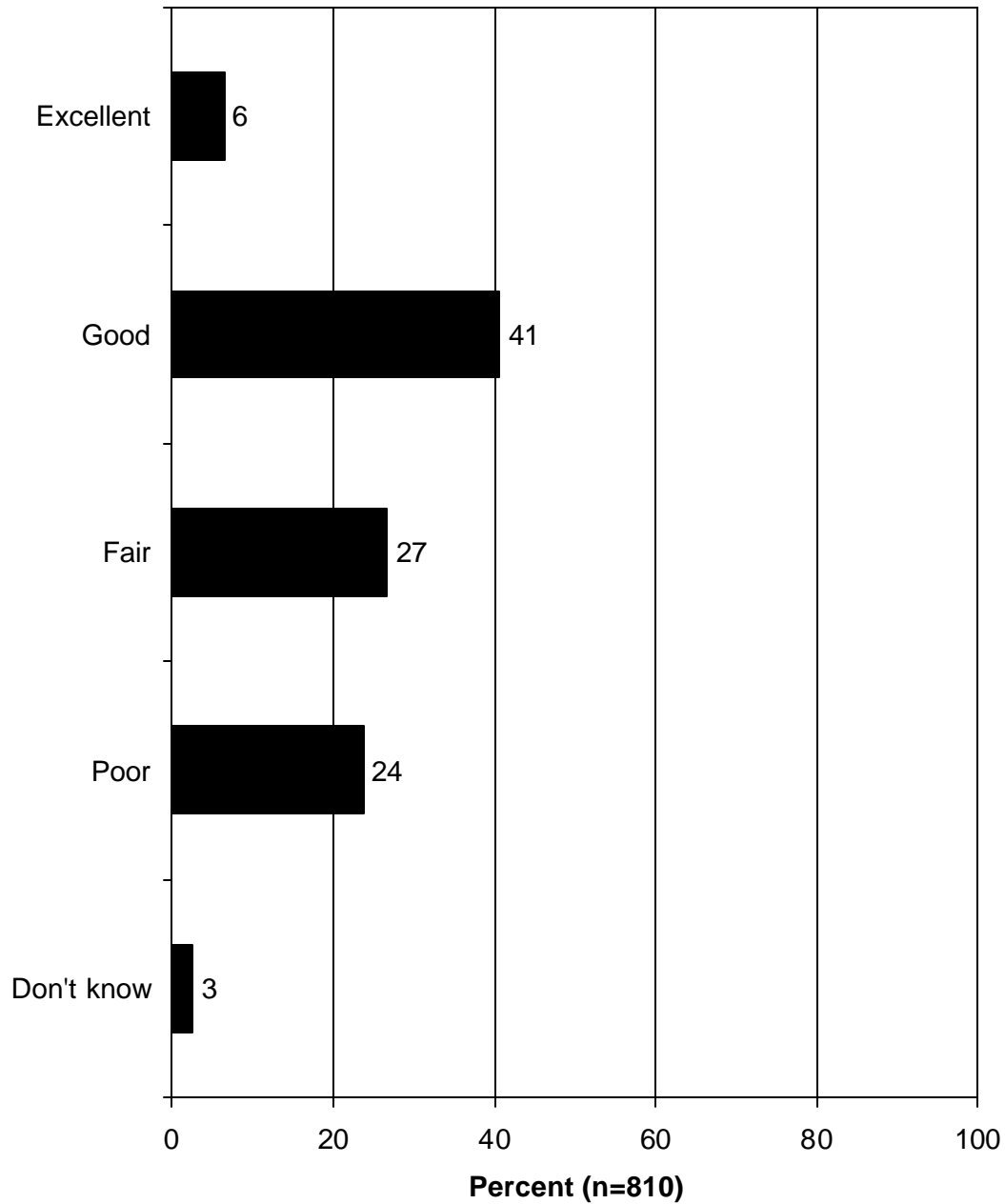
Q77. Do you think newspapers would be an excellent, good, fair, or poor way to encourage you to participate in boating?



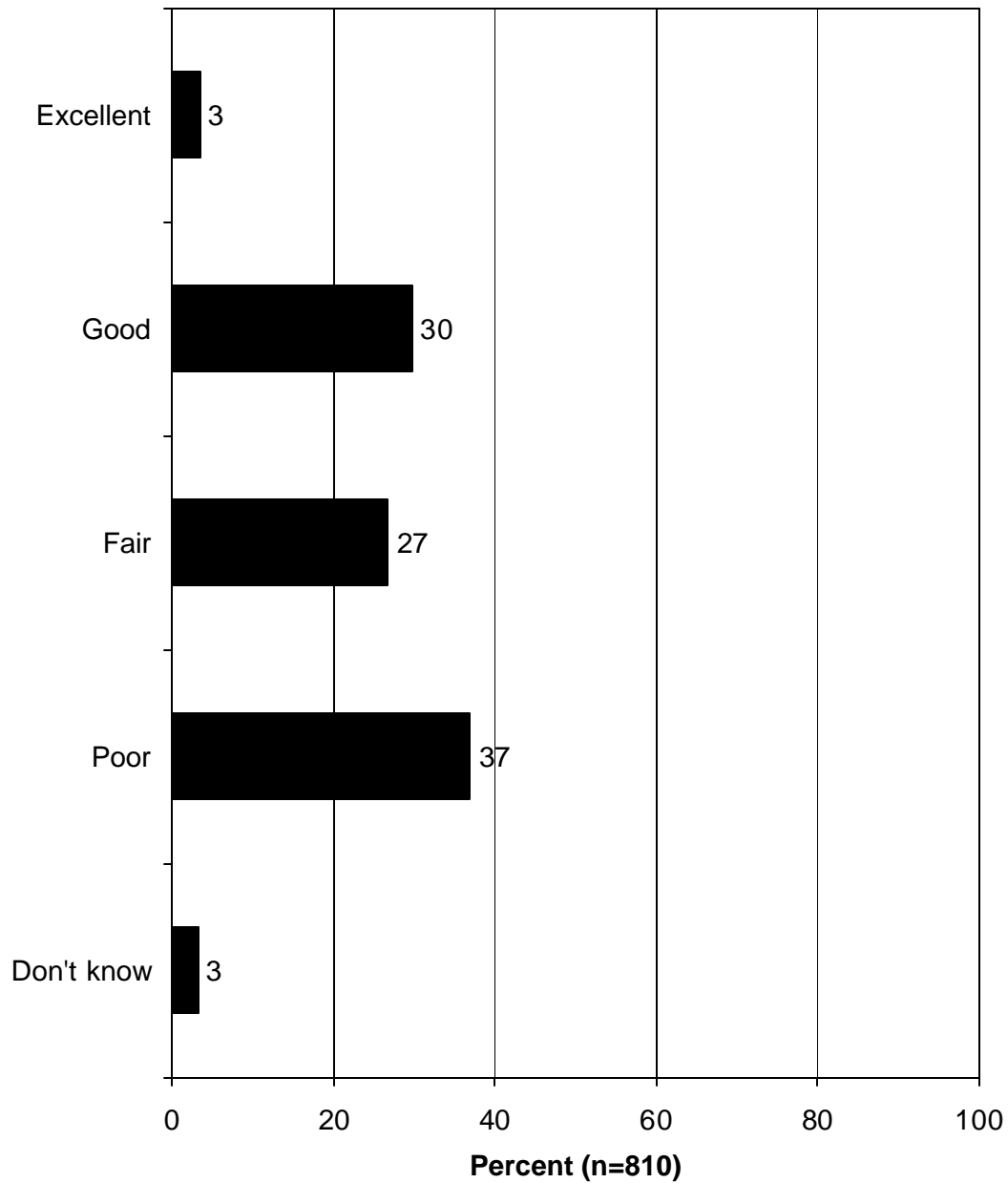
Q79. Do you think posters would be an excellent, good, fair, or poor way to encourage you to participate in boating?



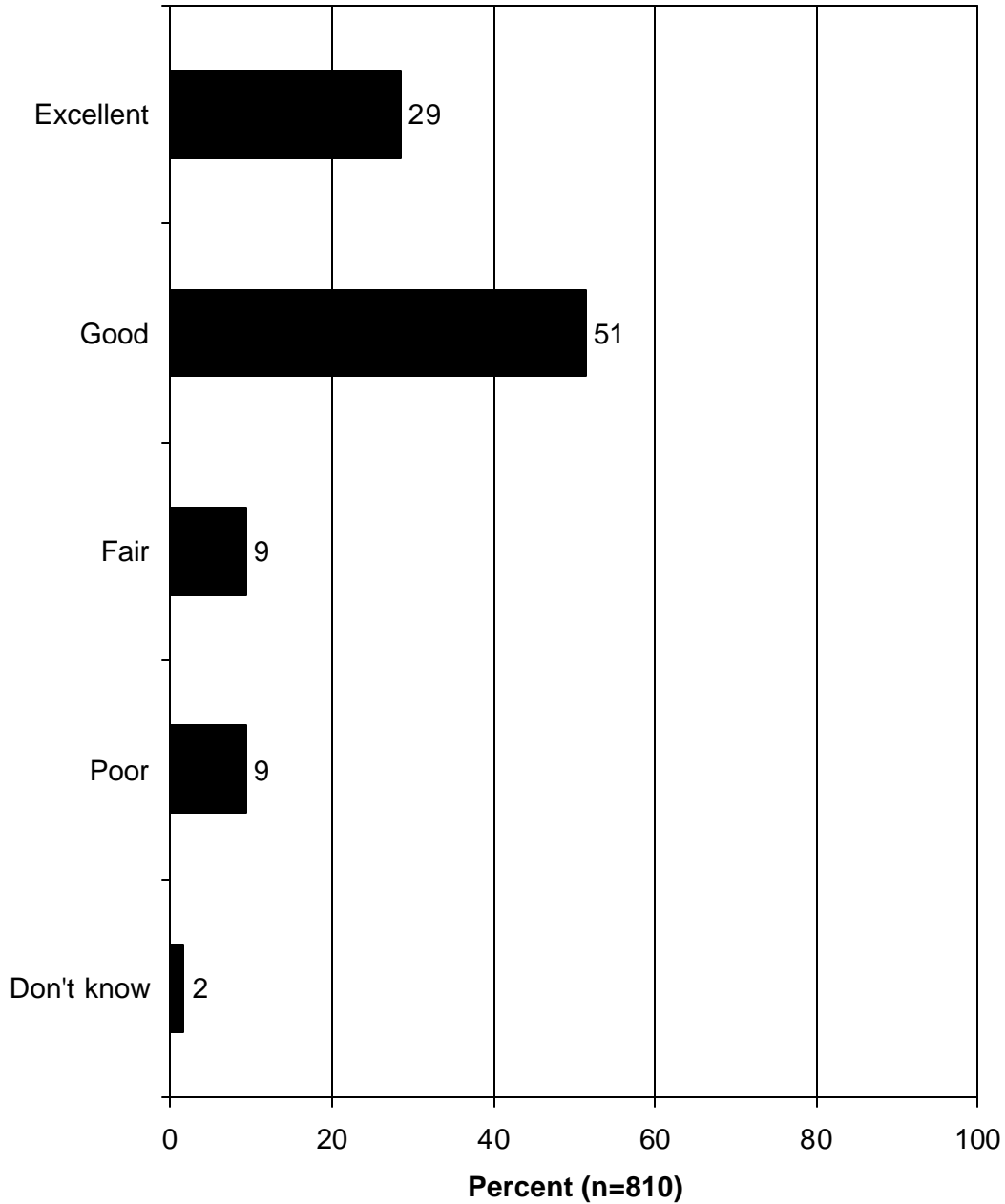
Q81. Do you think brochures would be an excellent, good, fair, or poor way to encourage you to participate in boating?



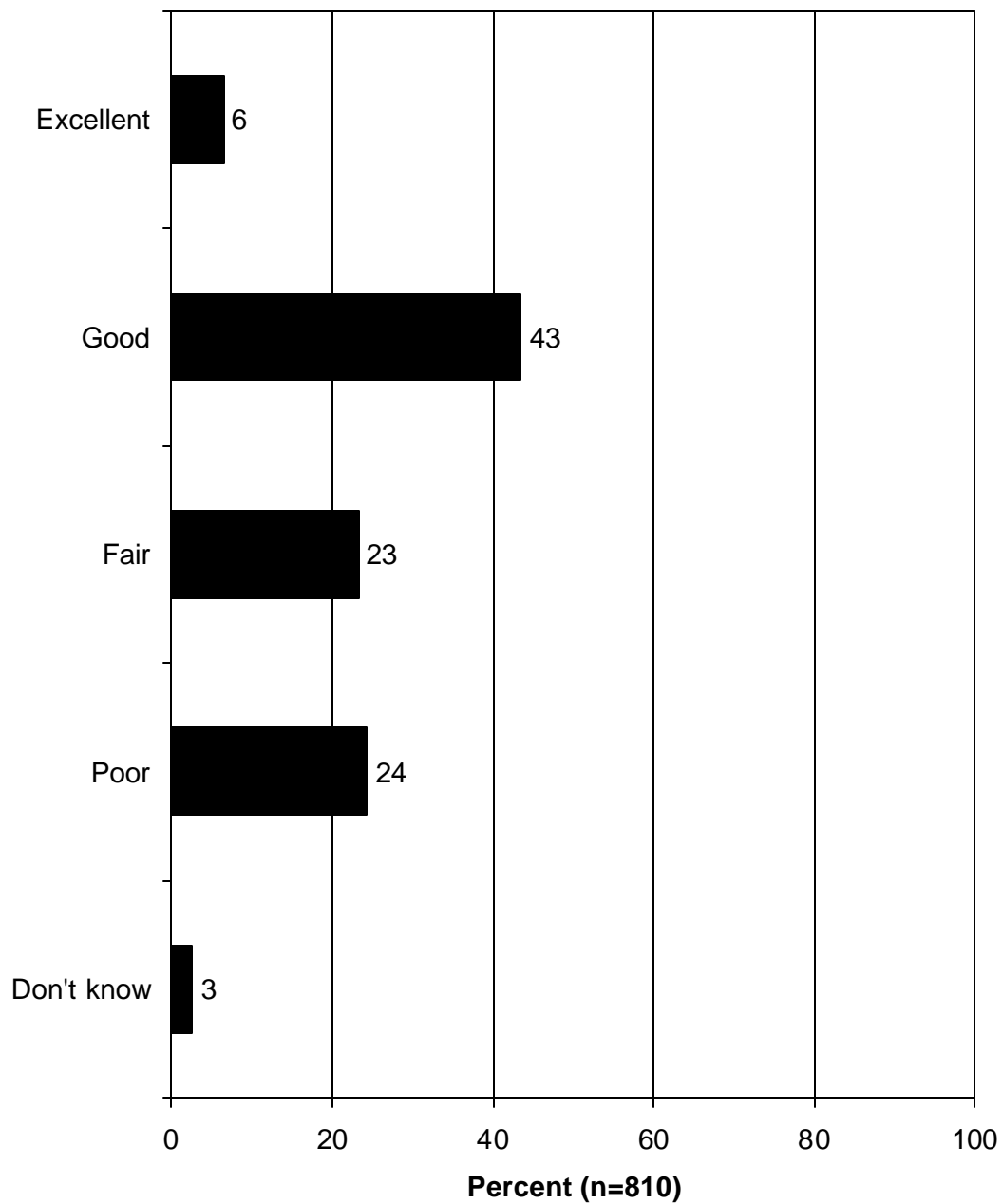
Q83. Do you think advertisements on transportation vehicles, such as buses, would be an excellent, good, fair, or poor way to encourage you to participate in boating?



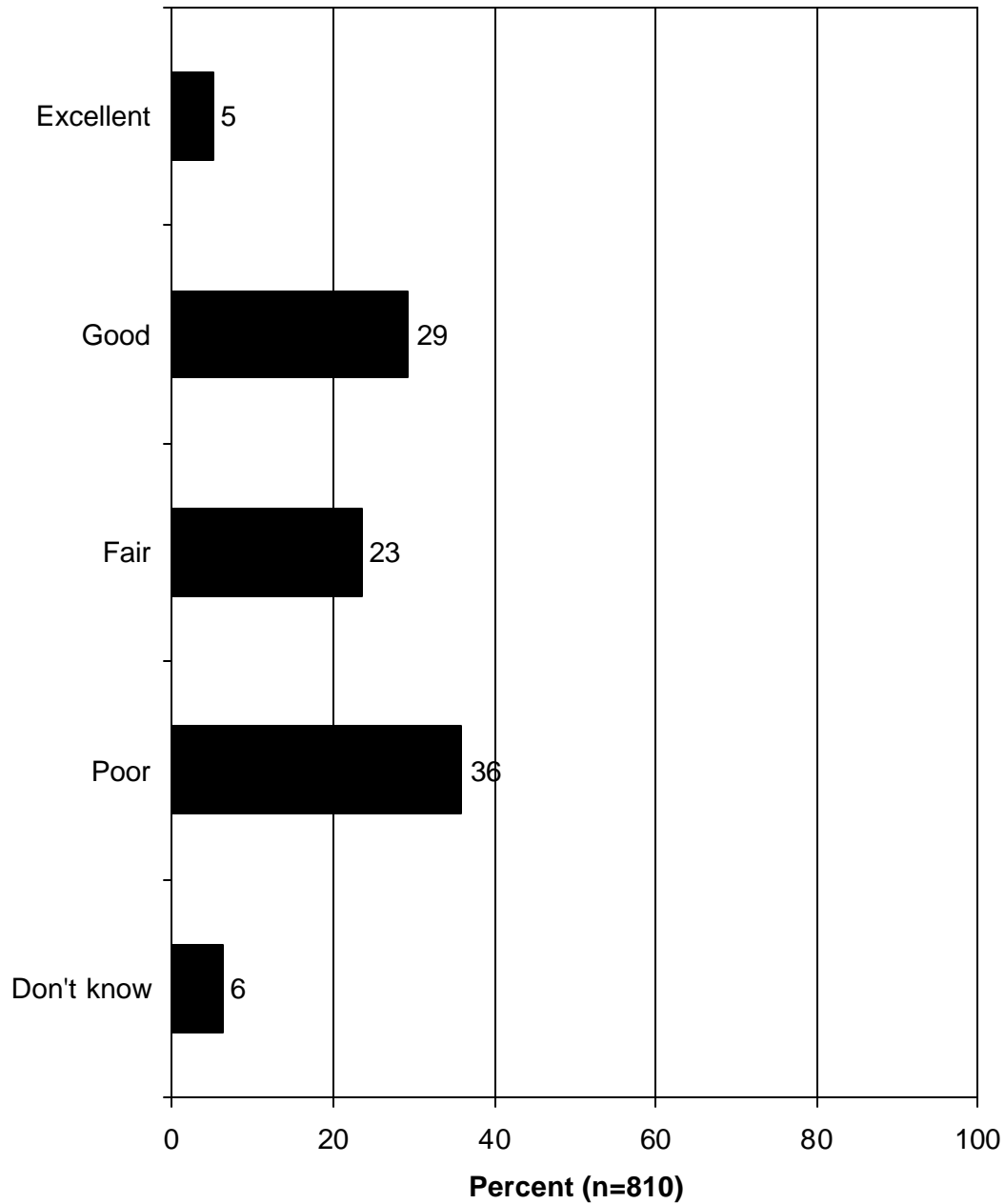
Q85. Do you think television programs would be an excellent, good, fair, or poor way to encourage you to wear a PFD?



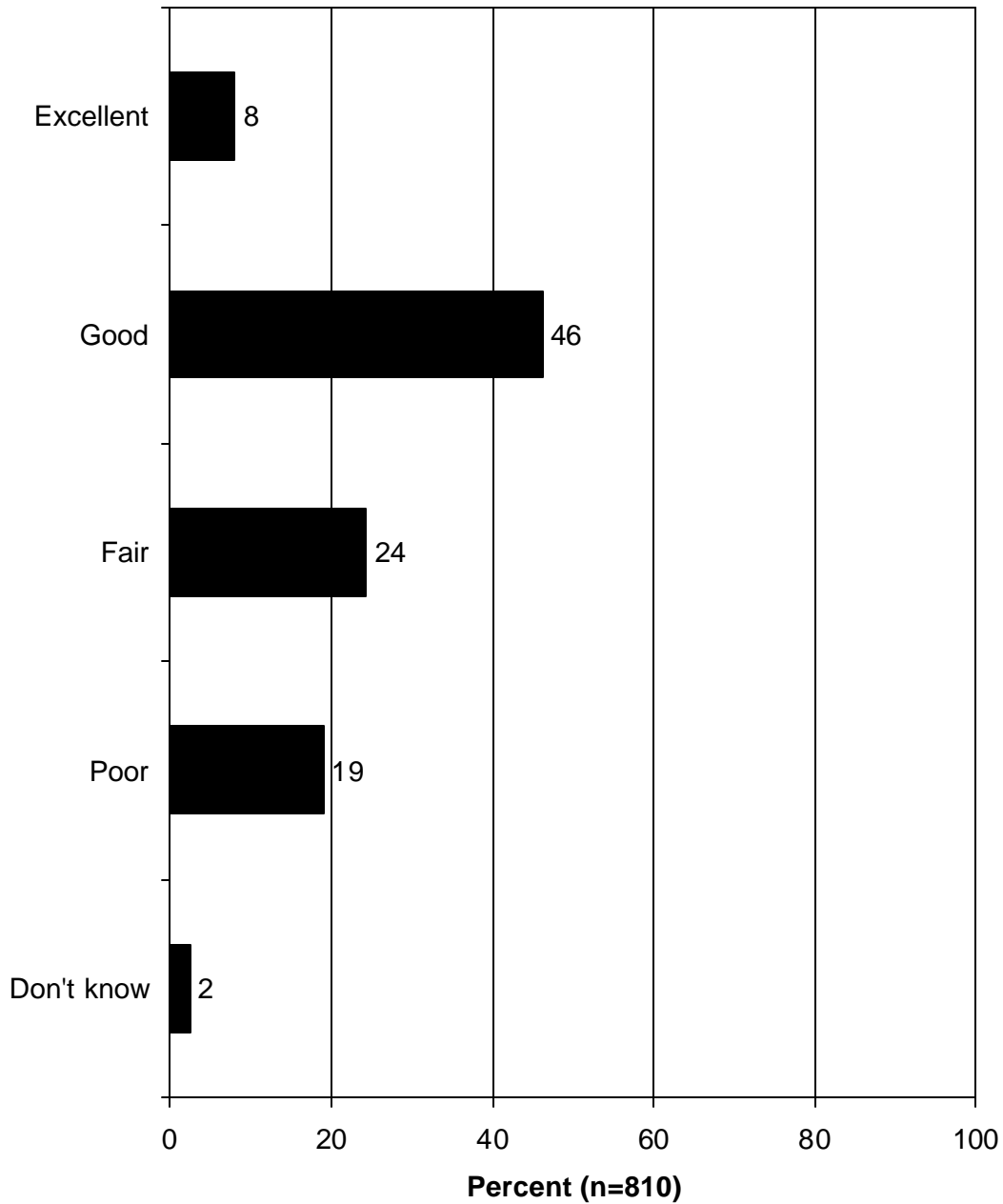
Q87. Do you think radio would be an excellent, good, fair, or poor way to encourage you to wear a PFD?



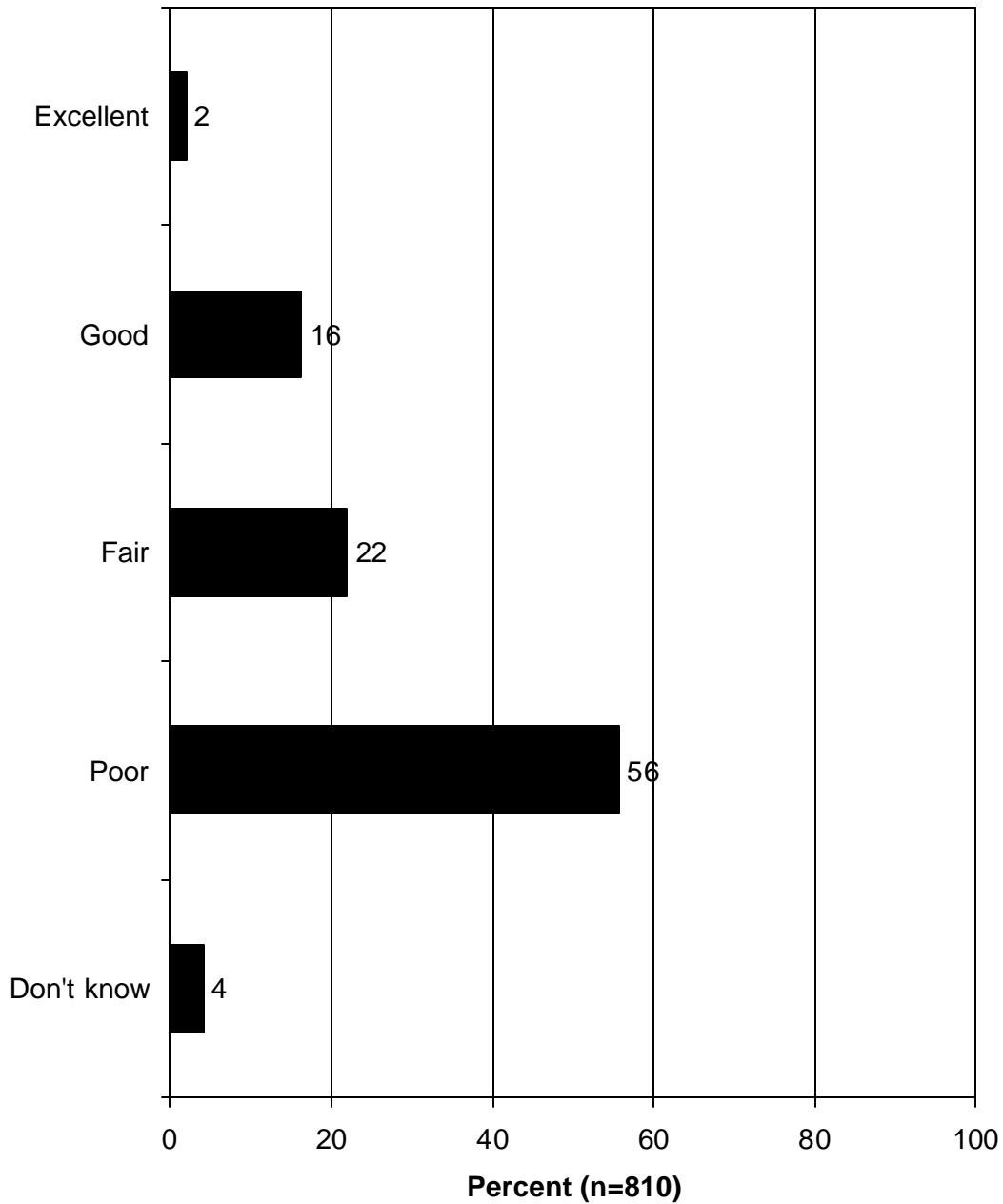
Q89. Do you think Internet Websites would be an excellent, good, fair, or poor way to encourage you to wear a PFD?



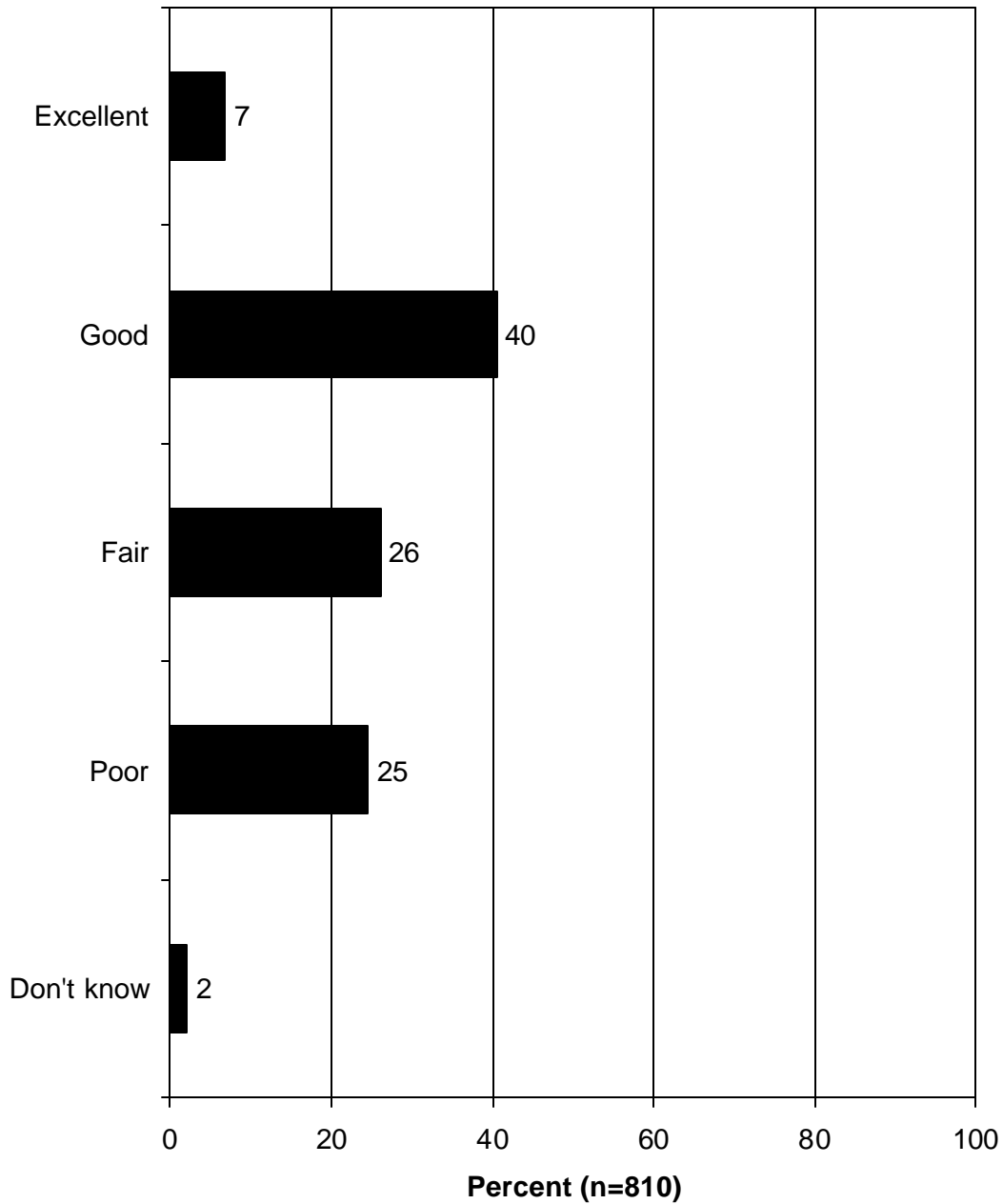
Q91. Do you think displays at stores would be an excellent, good, fair, or poor way to encourage you to wear a PFD?



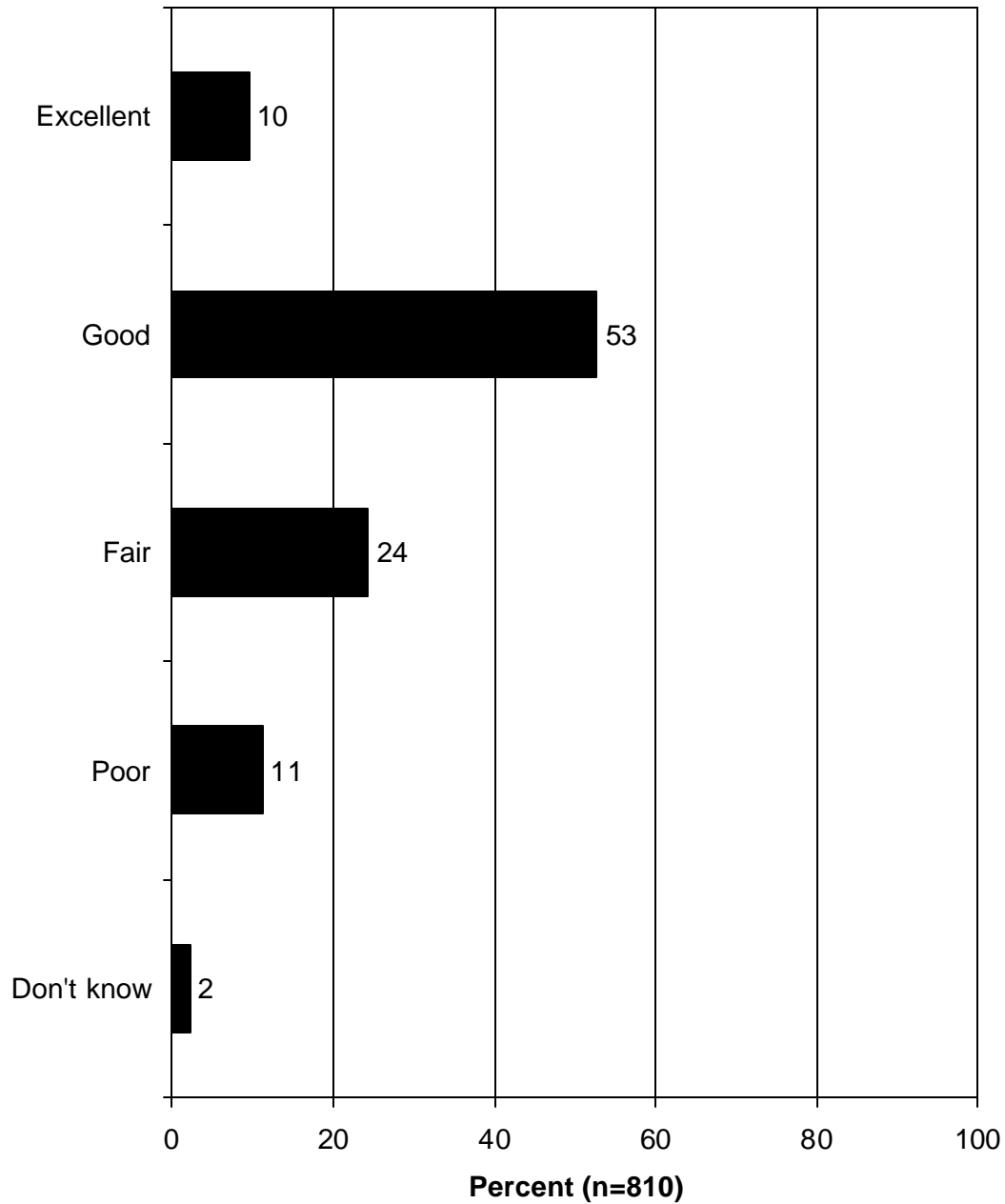
Q93. Do you think displays at airports would be an excellent, good, fair, or poor way to encourage you to wear a PFD?



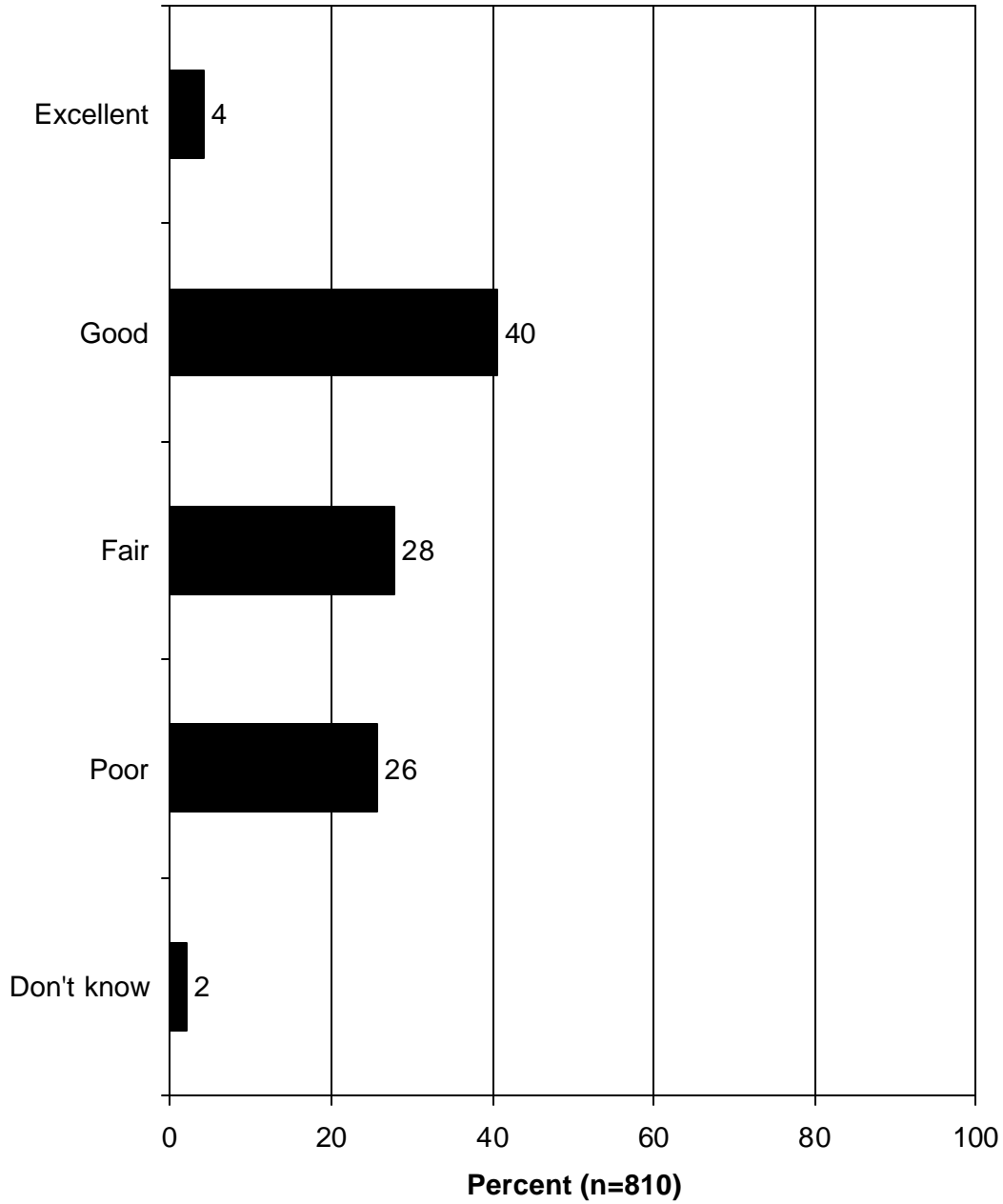
Q95. Do you think billboards would be an excellent, good, fair, or poor way to encourage you to wear a PFD?



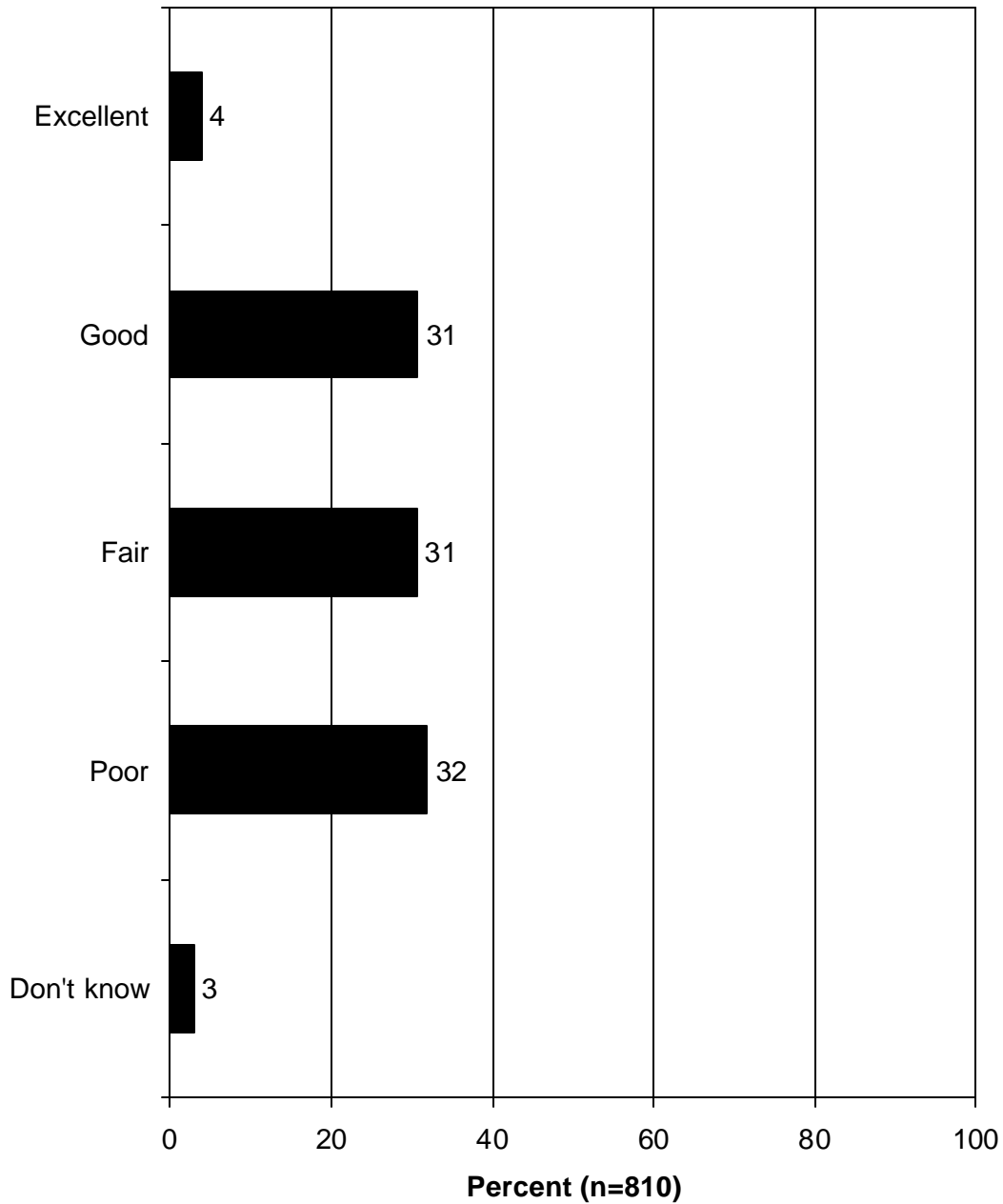
Q97. Do you think magazines would be an excellent, good, fair, or poor way to encourage you to wear a PFD?



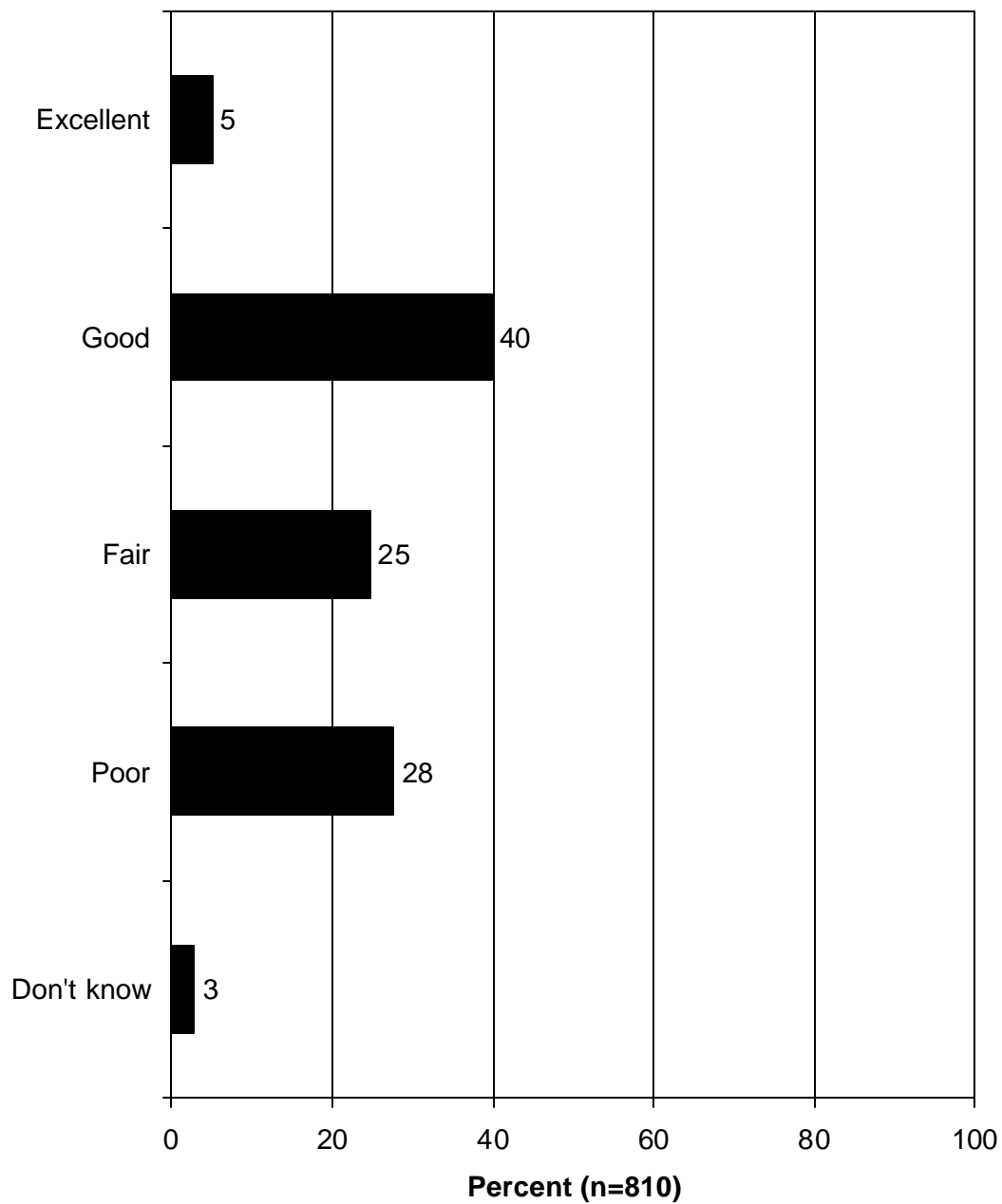
Q99. Do you think newspapers would be an excellent, good, fair, or poor way to encourage you to wear a PFD?



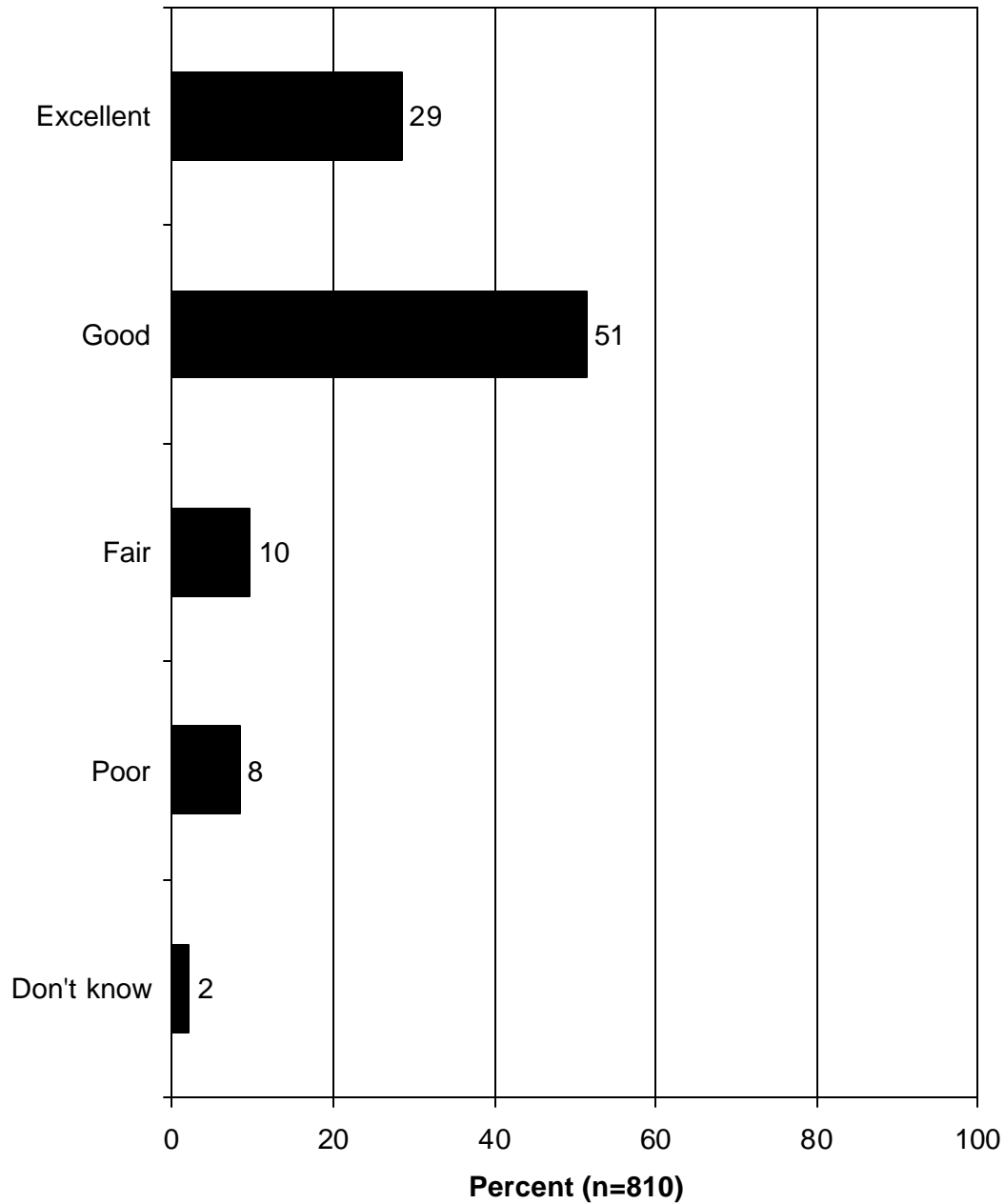
Q101. Do you think posters would be an excellent, good, fair, or poor way to encourage you to wear a PFD?



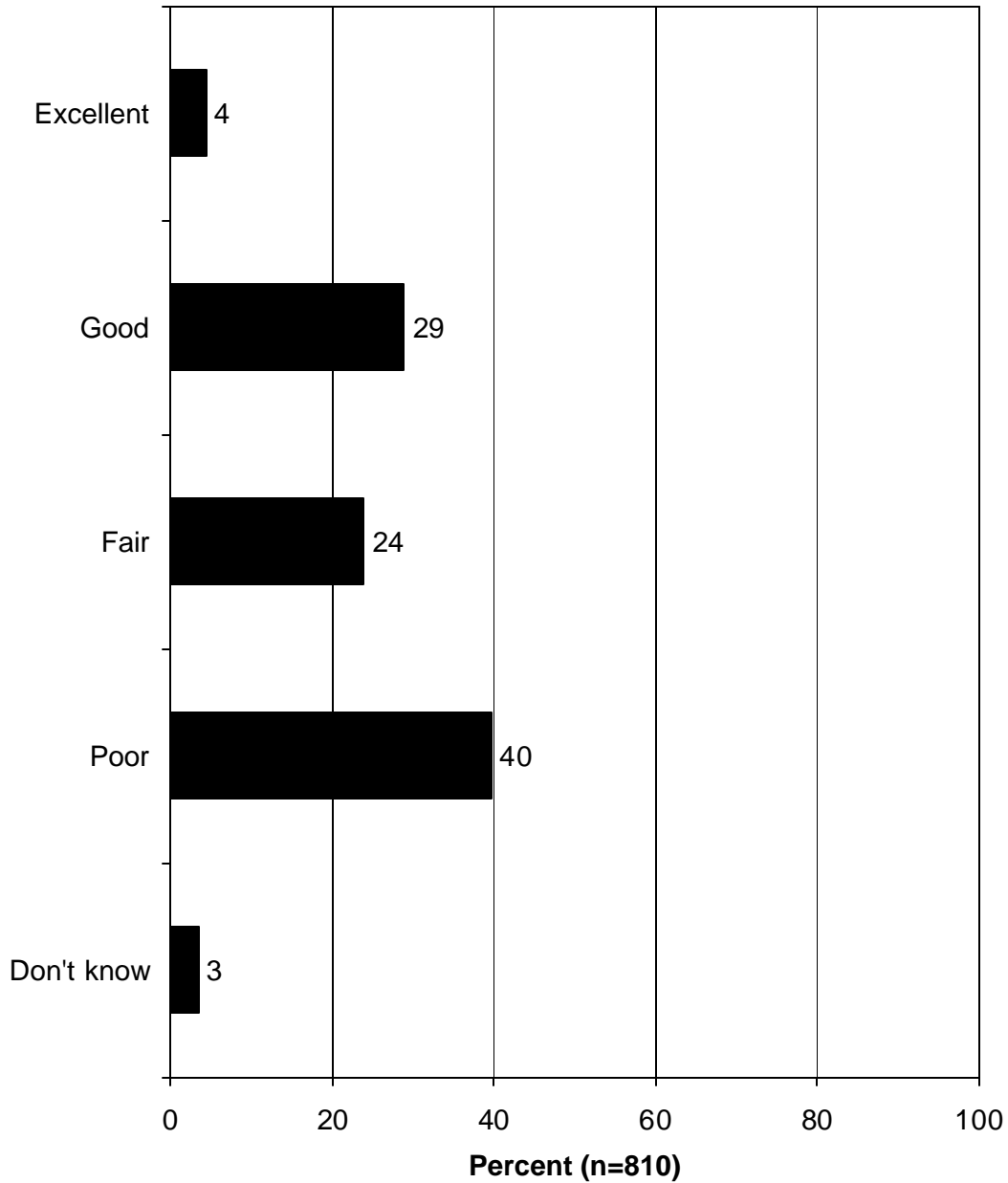
Q103. Do you think brochures would be an excellent, good, fair, or poor way to encourage you to wear a PFD?



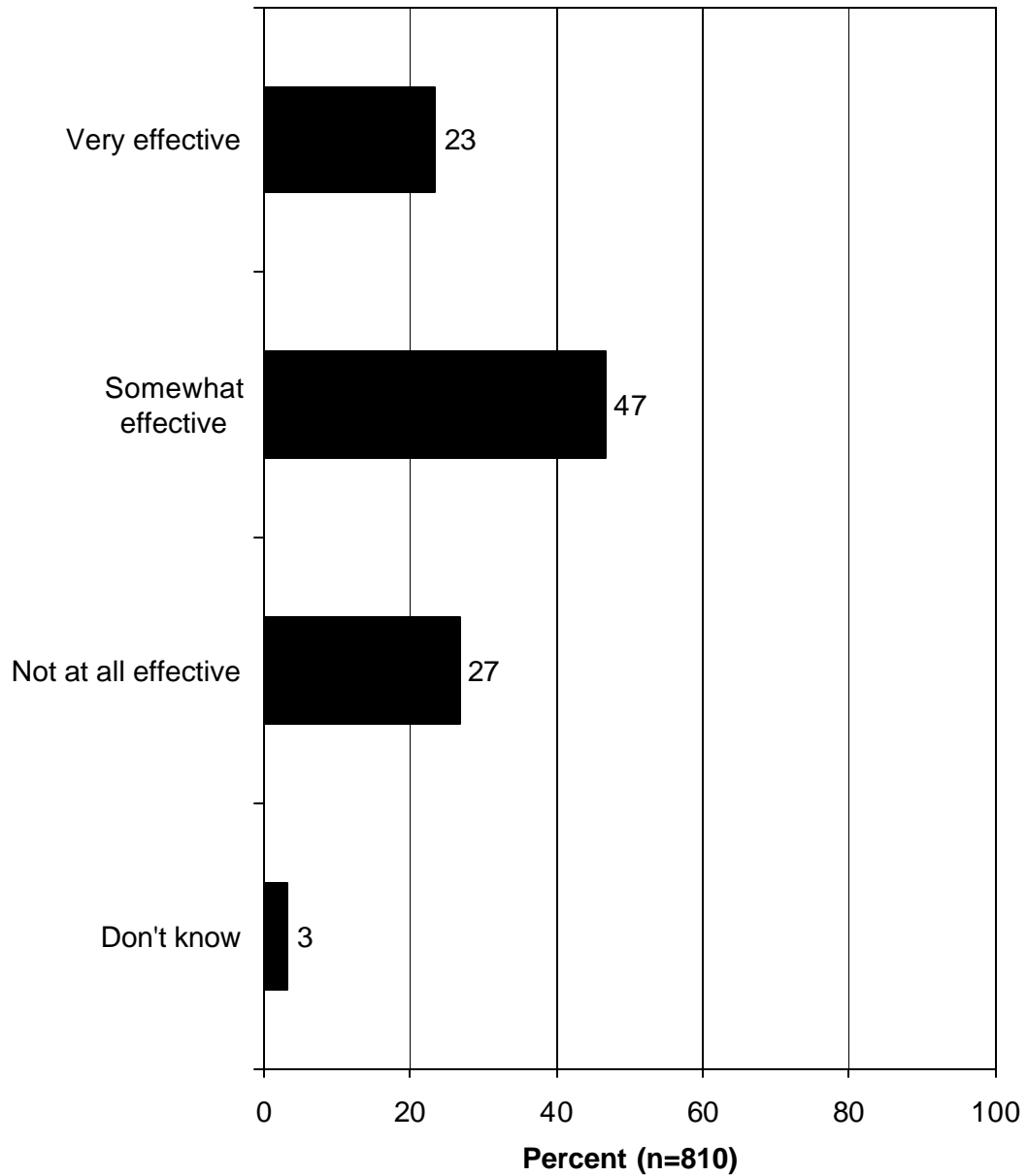
Q105. Do you think boating manuals would be an excellent, good, fair, or poor way to encourage you to wear a PFD?



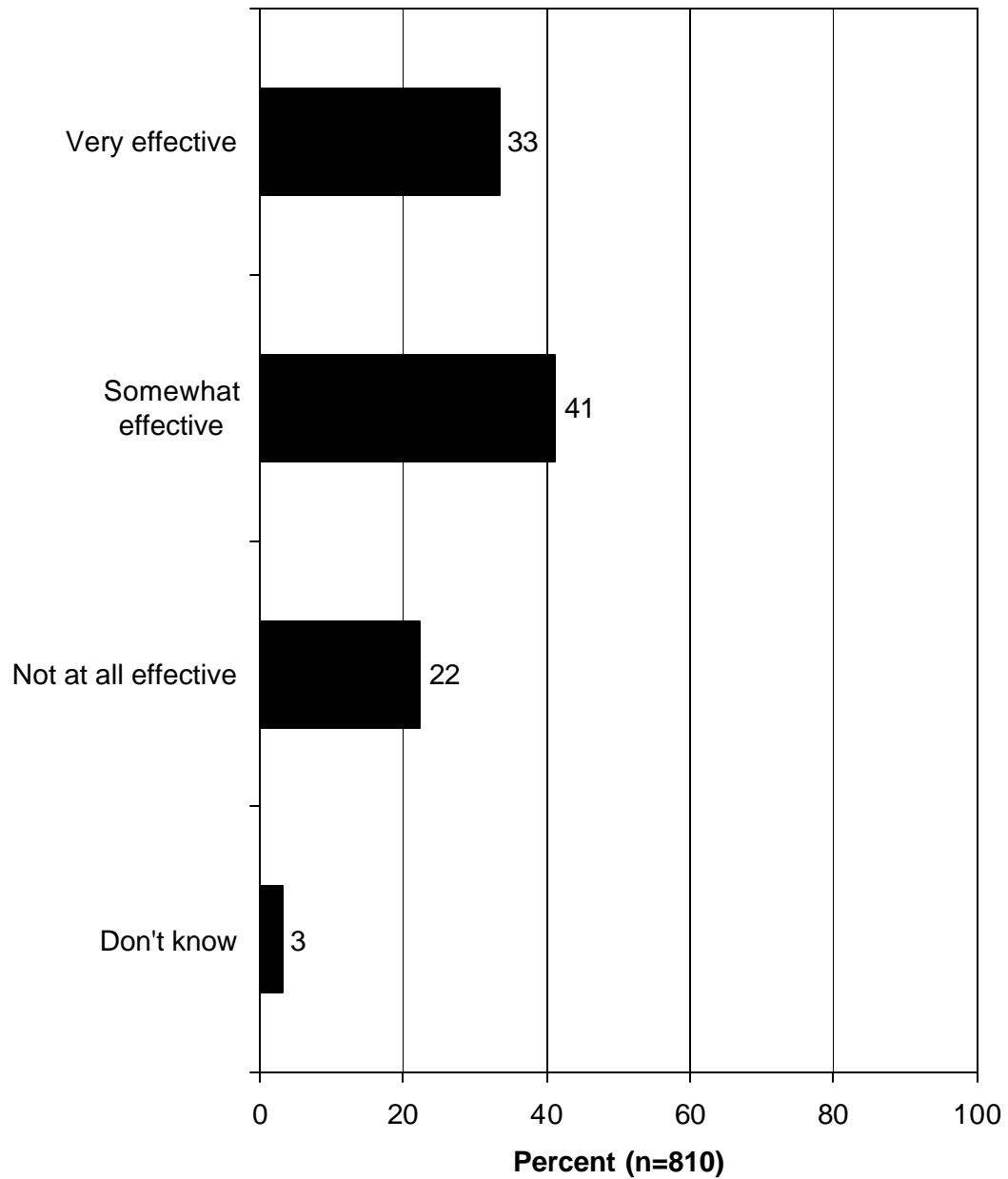
Q107. Do you think advertisements on transportation vehicles, such as buses, would be an excellent, good, fair, or poor way to encourage you to wear a PFD?



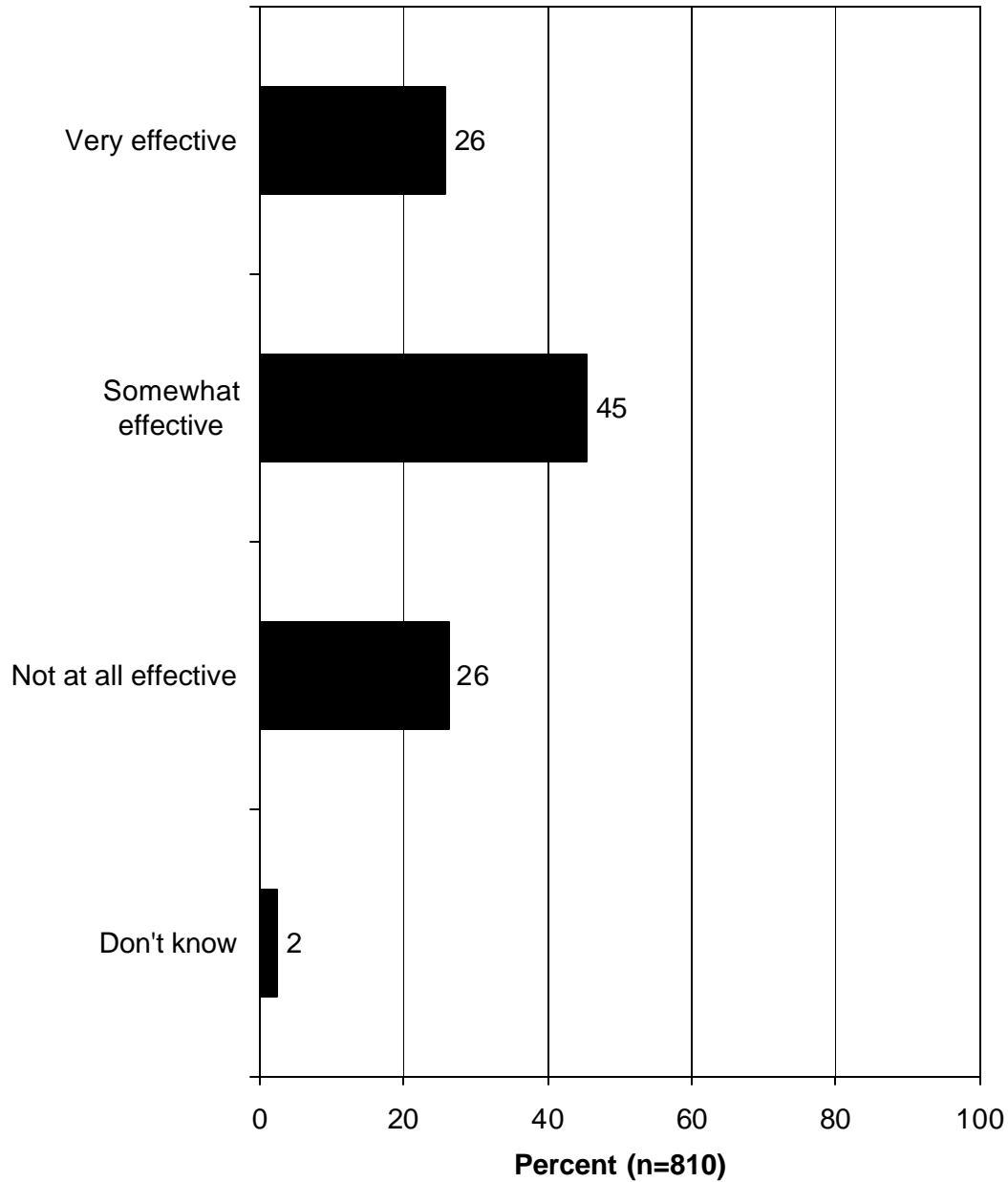
Q115. How effective do you think an advertisement that depicts a boater wearing a PFD while boating, but not participating in any specific activity, would be in encouraging you to wear a PFD?



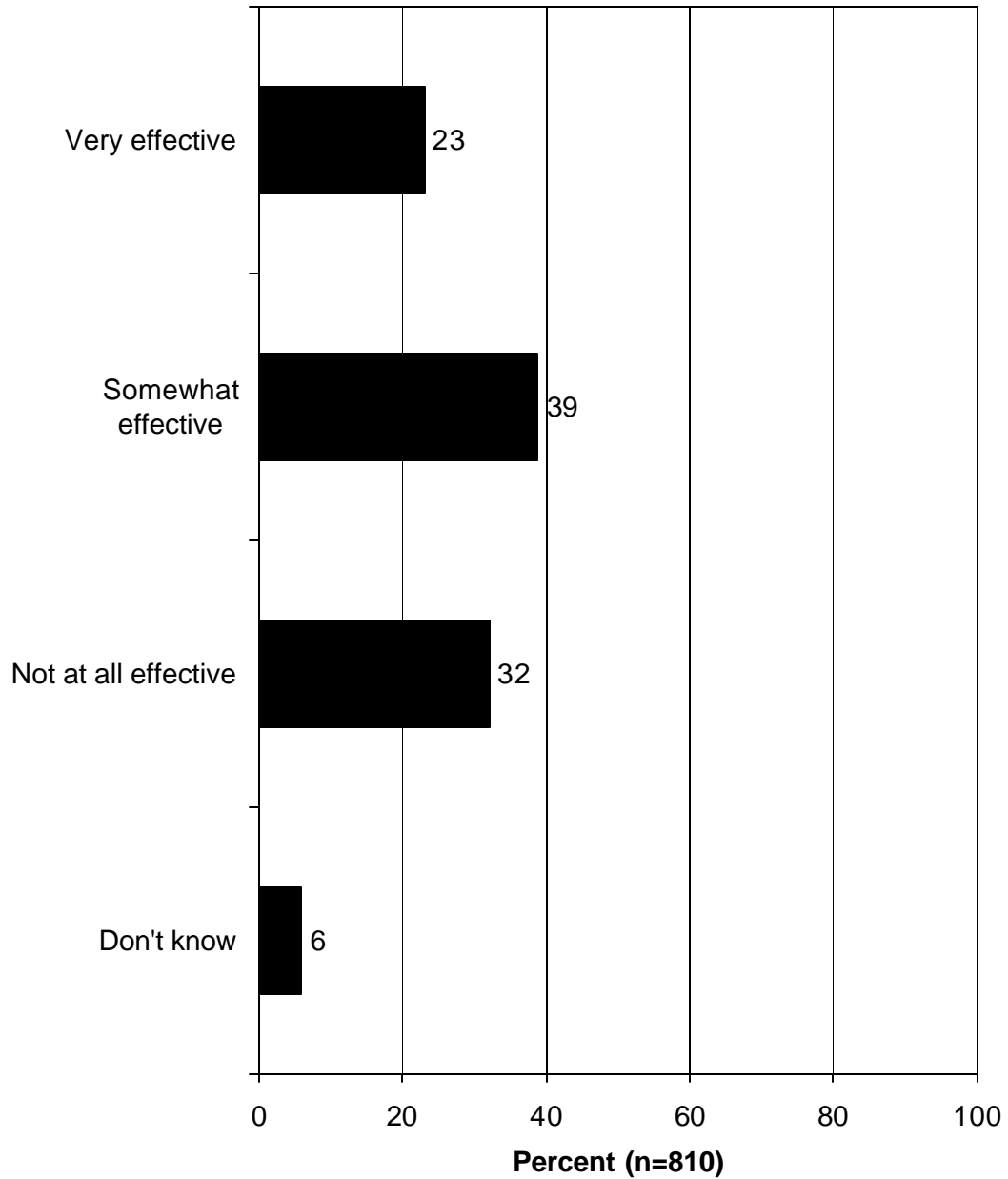
Q116. How effective do you think an advertisement that depicts a boater wearing a PFD while saltwater fishing would be in encouraging you to wear a PFD?



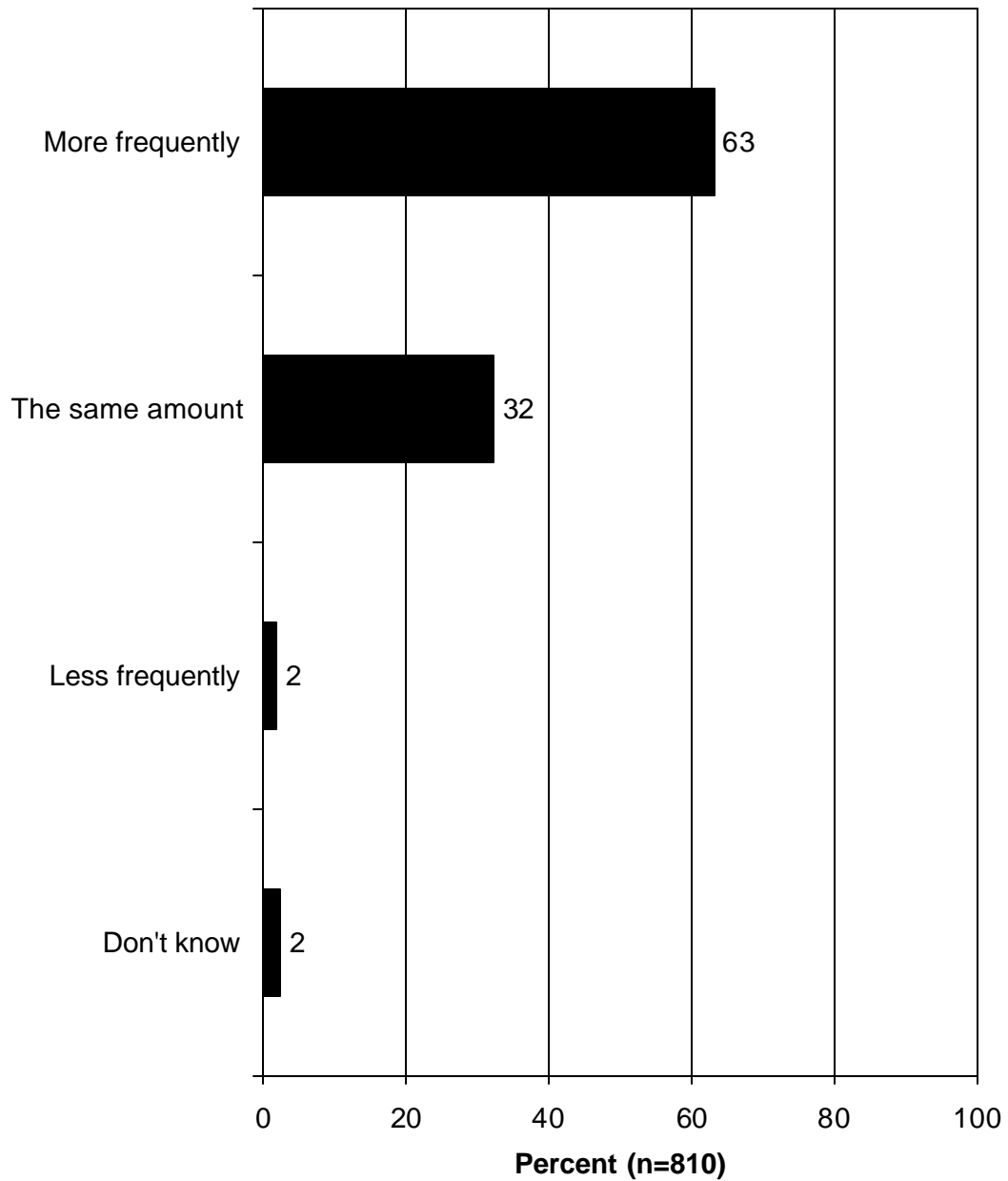
Q117. How effective do you think an advertisement that depicts a boater wearing a PFD while freshwater fishing would be in encouraging you to wear a PFD?



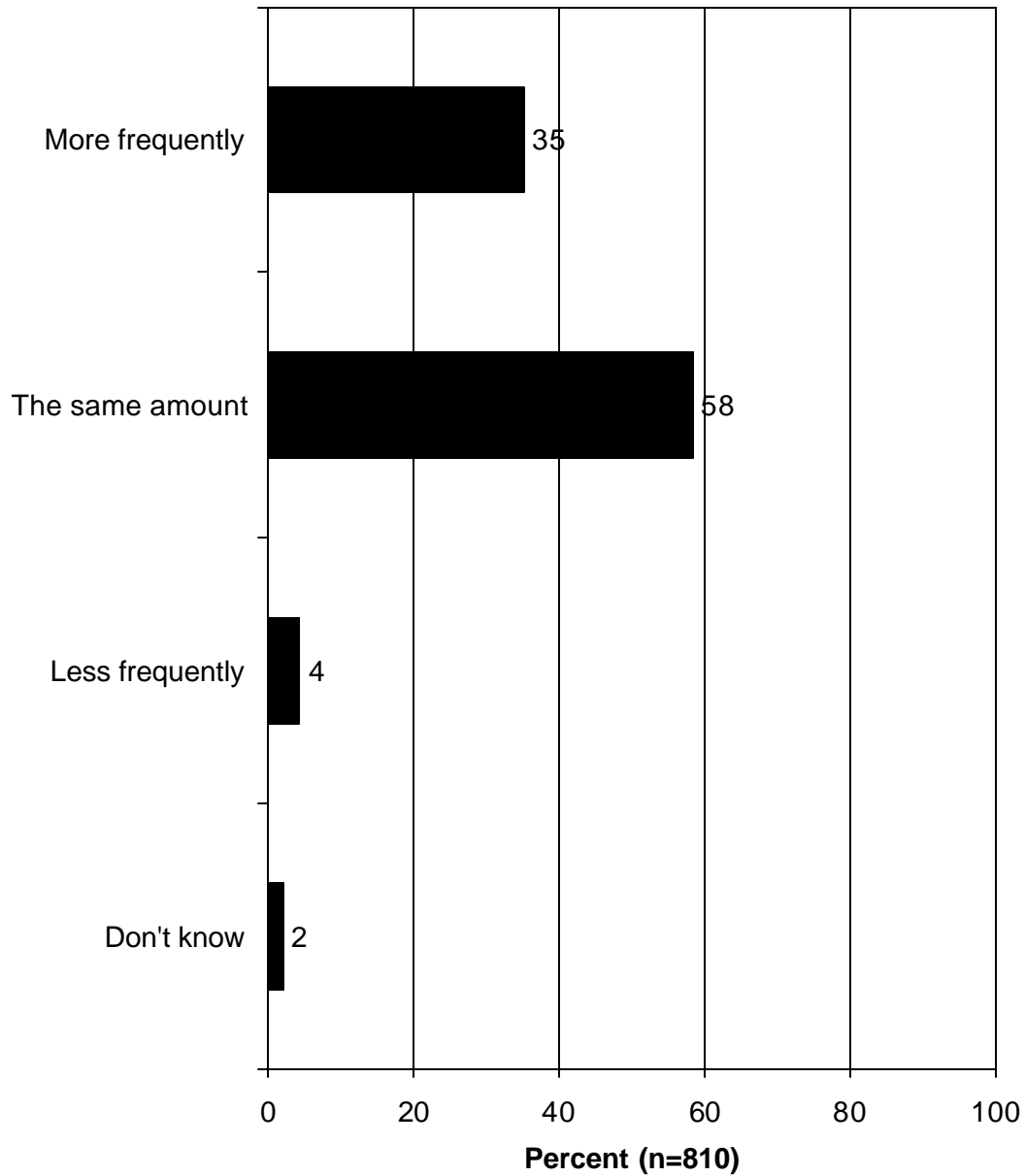
Q118. How effective do you think an advertisement that depicts a boater wearing a PFD while waterfowl hunting would be in encouraging you to wear a PFD?



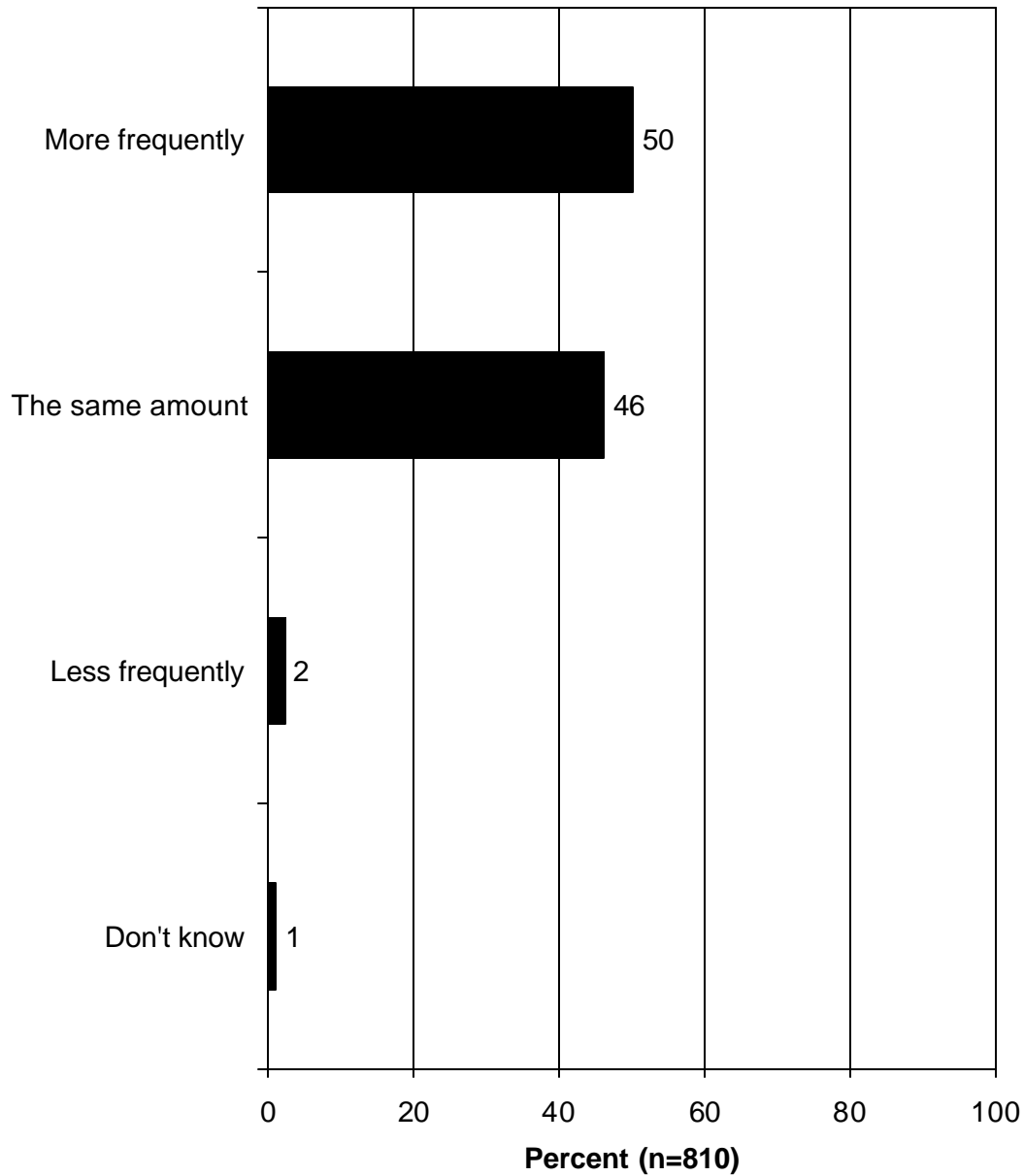
Q119. What if someone you knew had drowned because they were not wearing a PFD? Would this make you wear your PFD more frequently, the same amount, or less frequently?



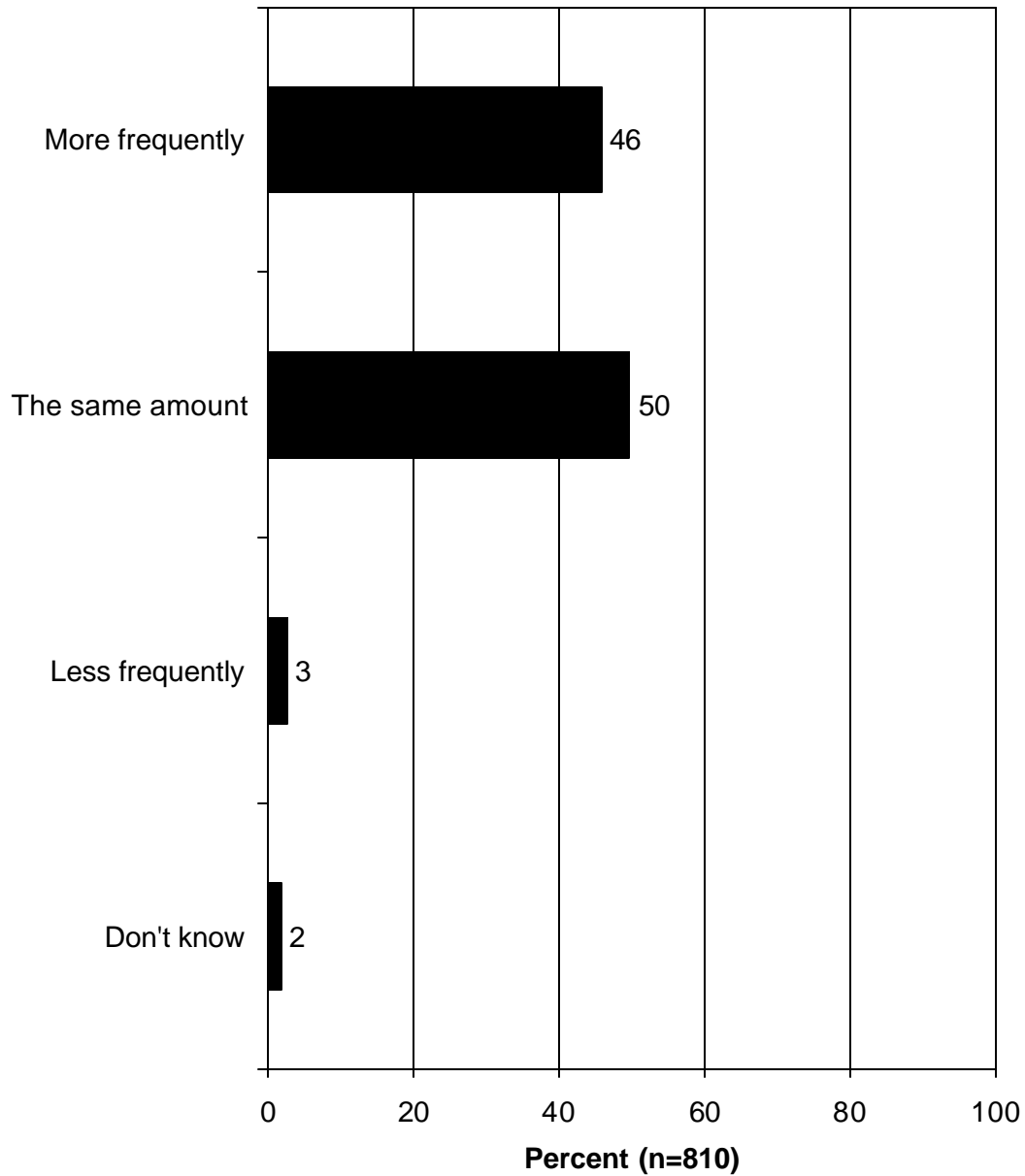
Q120. What if you heard that someone you did not know personally had drowned because they were not wearing a PFD? Would this make you wear your PFD more frequently, the same amount, or less frequently?



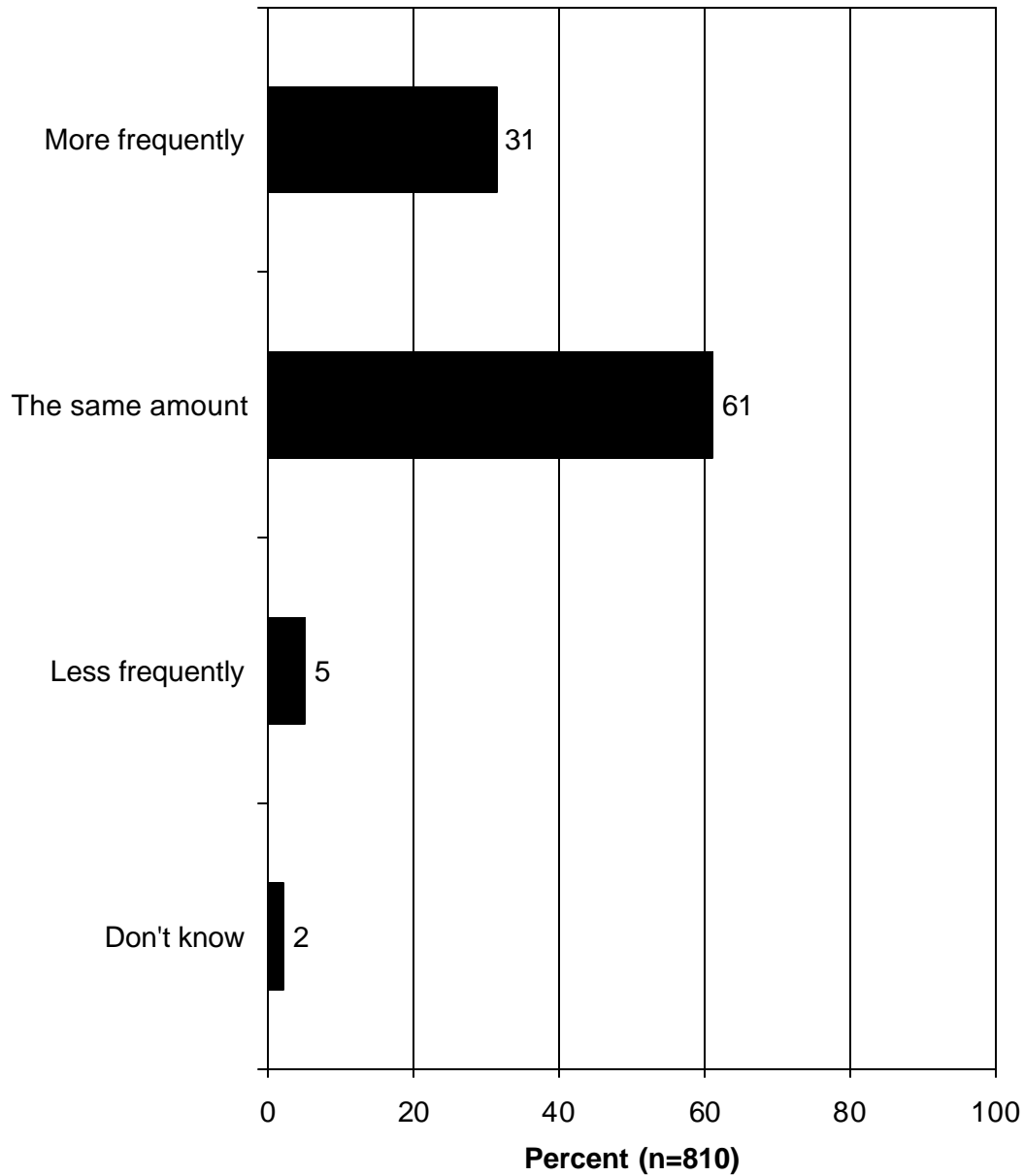
Q121. What if you knew that 91% of sportsmen who died in boating accidents between 1995-2000 were not wearing a PFD? Would this make you wear your PFD more frequently, the same amount, or less frequently?



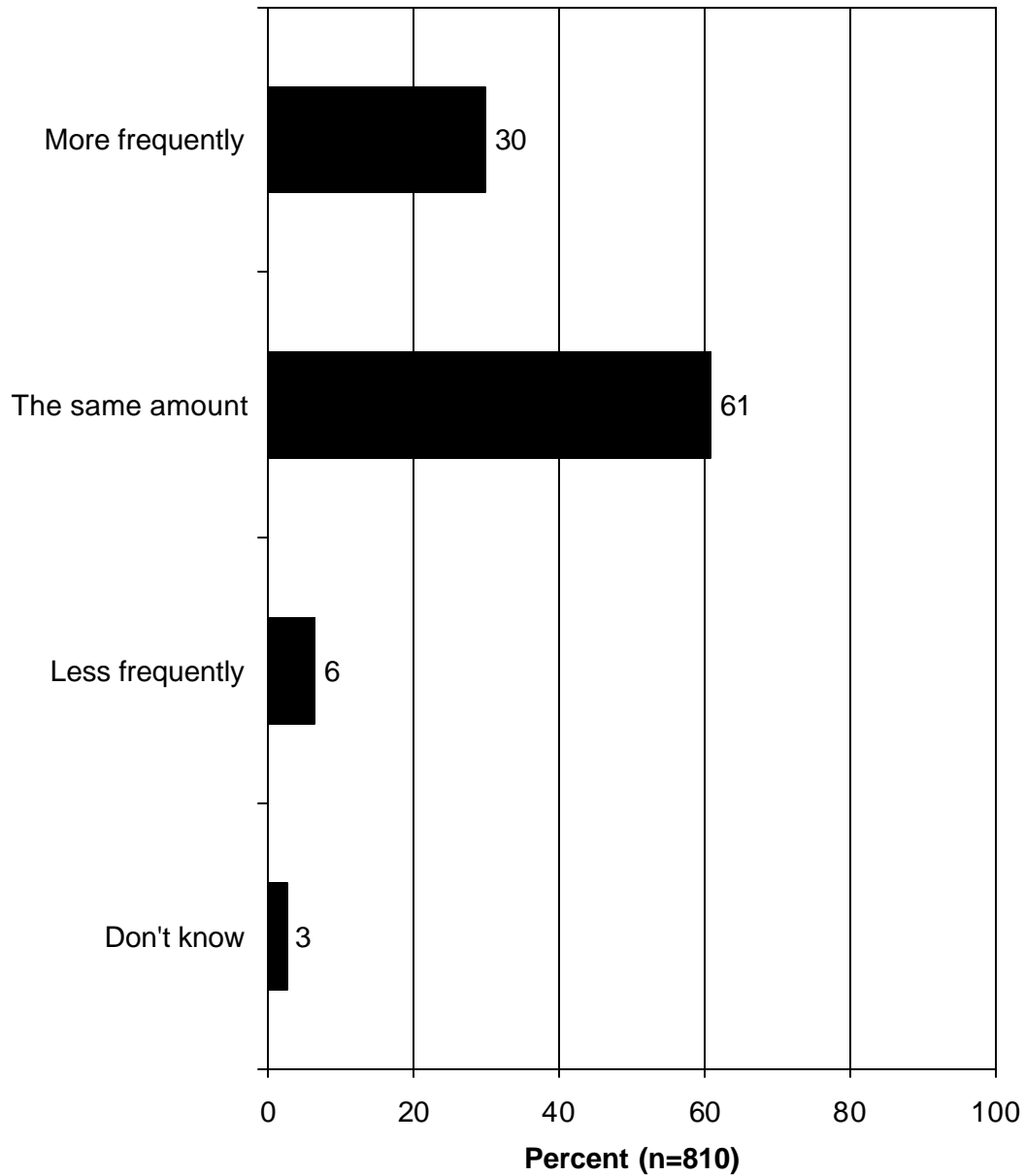
Q122. What if you saw a compelling TV commercial or program that talked about the importance of wearing a PFD? Would this make you wear your PFD more frequently, the same amount, or less frequently?



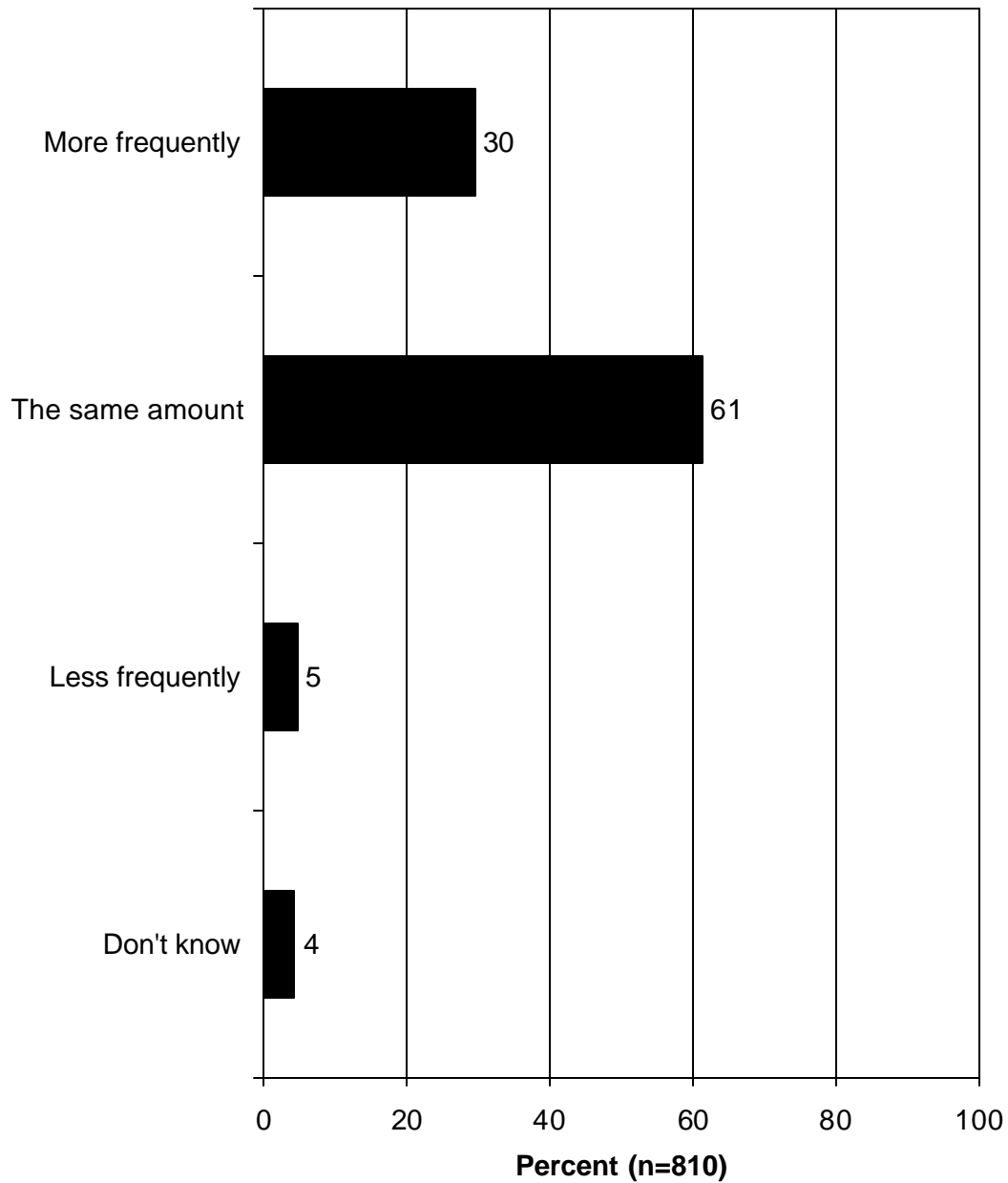
Q123. What if you saw a compelling print ad that showed the importance of wearing a PFD? Would this make you wear your PFD more frequently, the same amount, or less frequently?



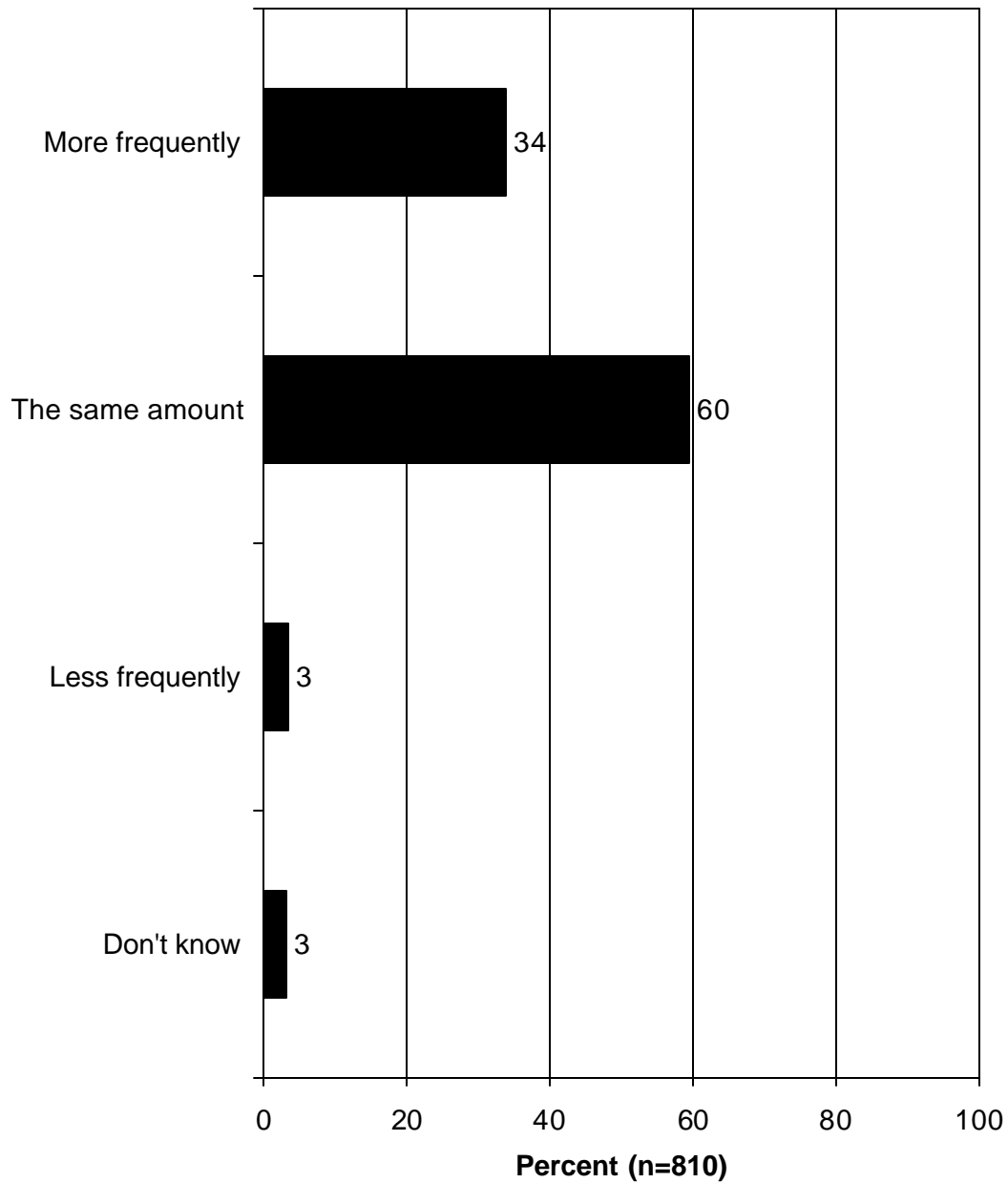
Q124. What if you heard a compelling radio advertisement or program that showed the importance of wearing a PFD? Would this make you wear your PFD more frequently, the same amount, or less frequently?



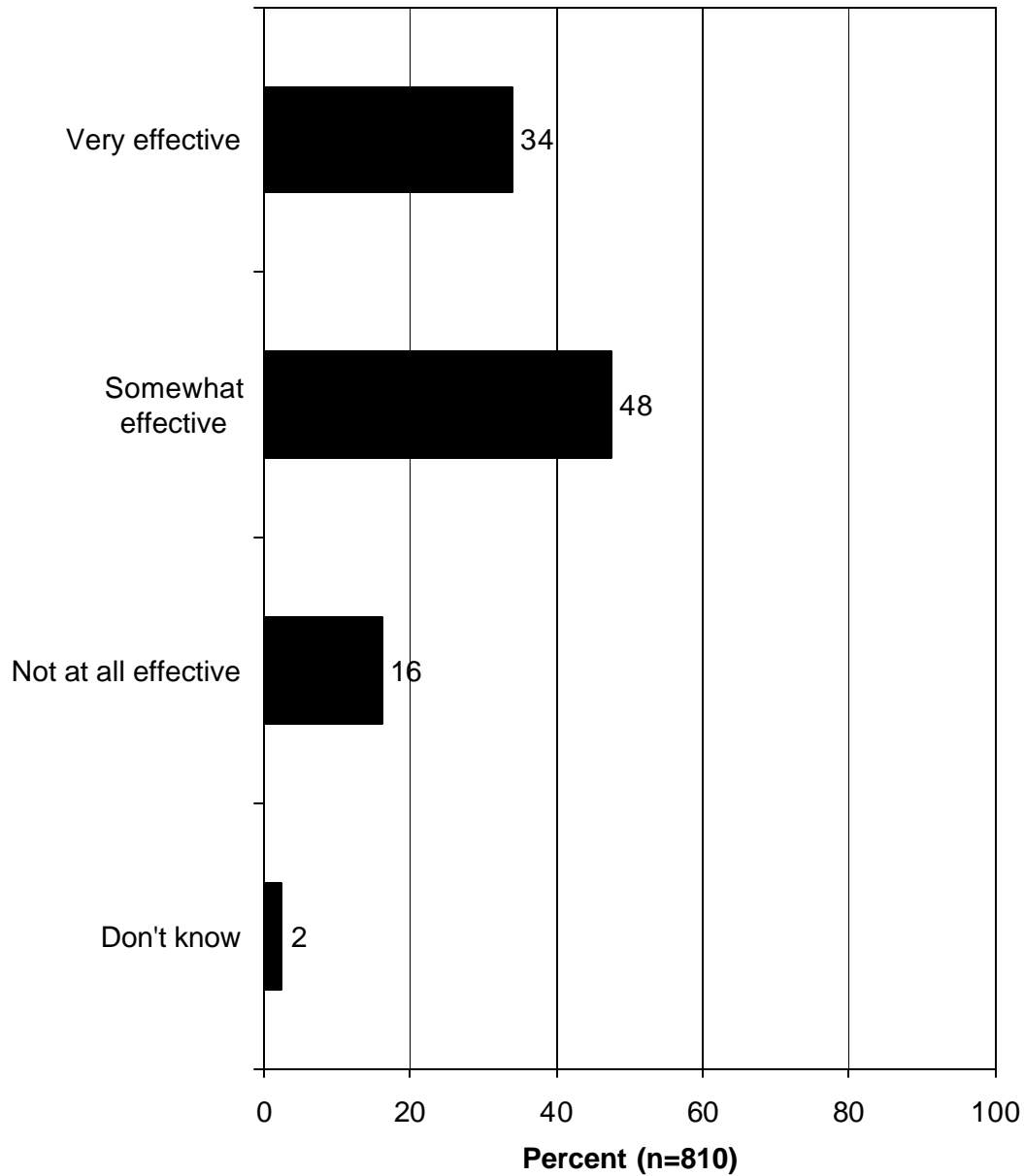
Q125. What if you saw professional hunters wearing a PFD while boating? Would this make you wear your PFD more frequently, the same amount, or less frequently?



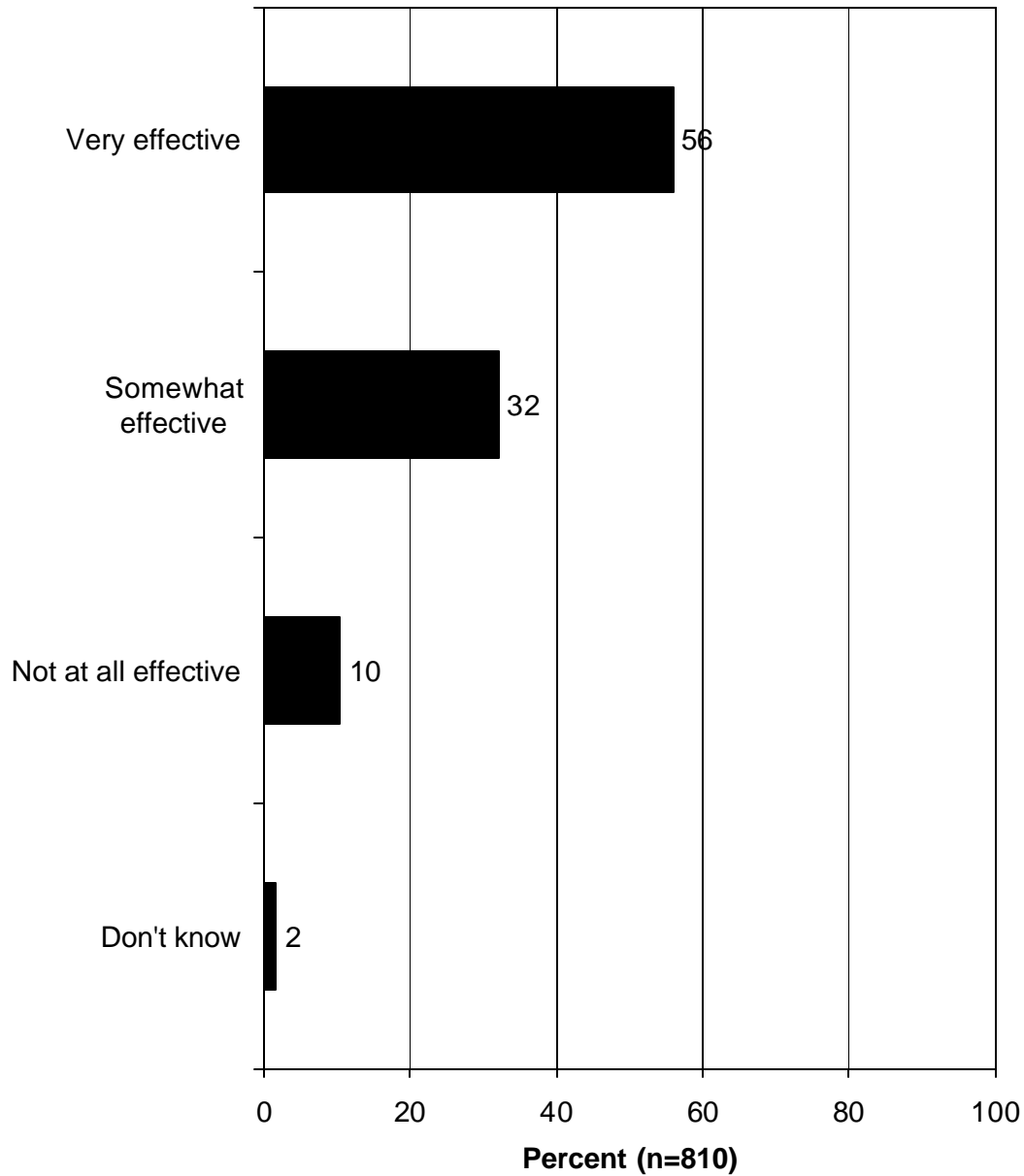
Q126. What if you saw professional anglers wearing a PFD while boating? Would this make you wear your PFD more frequently, the same amount, or less frequently?



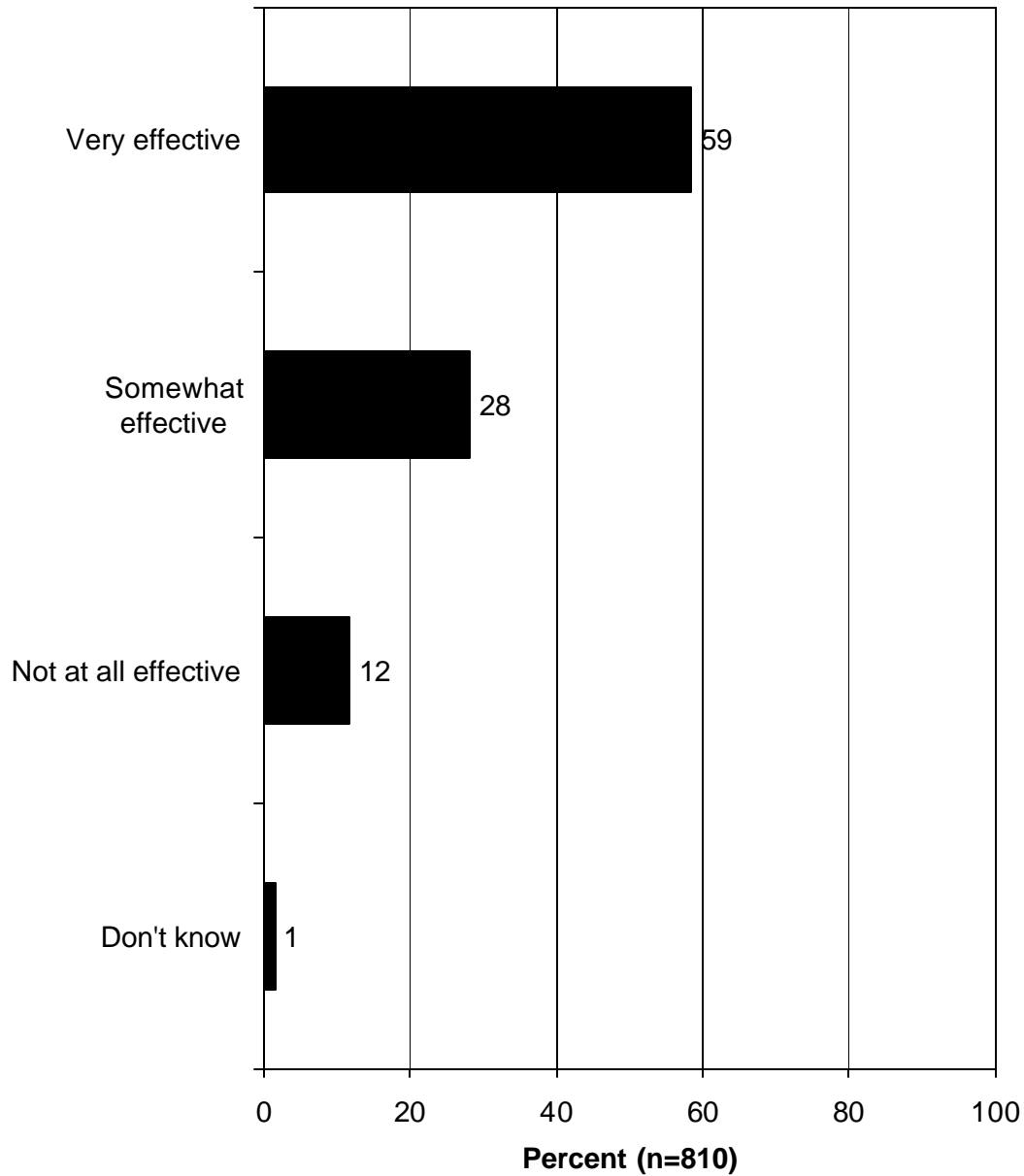
Q127. Educational Awareness: An informative message about PFDs, such as how they are used. Would this be very effective, somewhat effective, or not at all effective in encouraging you to wear a PFD?



Q128. Serious Consequences: A message that portrays the consequences of not wearing a PFD, such as drowning. Would this be very effective, somewhat effective, or not at all effective in encouraging you to wear a PFD?



Q129. Guilt Responsibility: A message that focuses on responsibility and/or guilt, such as endangering your family's life. Would this be very effective, somewhat effective, or not at all effective in encouraging you to wear a PFD?



Q130. Humorous: A message that incorporates humor or a more light-hearted approach to the issue of PFD use. Would this be very effective, somewhat effective, or not at all effective in encouraging you to wear a PFD?

