


THIS IS **EXHIBIT "M"** TO THE  
AFFIDAVIT OF MICHAEL L. VOLLMER  
SWORN BEFORE ME THIS 1<sup>st</sup> DAY  
OF October, 2019



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Steven H. Leach  
(A Commissioner, etc.)

**Annex 3:**



**Canadian Safe Boating Council  
Conseil canadien de la sécurité nautique**

# **Transport Canada Boating Safety Class Contribution Program (BSCCP)**

## **Canadian Safe Boating Campaign Summary Report to June 30<sup>th</sup>, 2014**

## **Scope of Work**

This report summarizes activities related to Canadian Safe Boating Campaign initiatives from March 24<sup>th</sup> – June 30<sup>th</sup>, 2014. This includes activities related to:

- North American Safe Boating Awareness Week
- Refinement and delivery of a Mini-Safe Boating pamphlet (Boat Notes).
- Preliminary work to build the marketing infrastructure for the Grassroots Grant initiative.
- Completion of an Event Planning Guide.
- Implementation of the 2014 Billboard Campaign.
- Community Cable B-Roll Development
- Community Cable Engagement
- Execution of the Qualitative Research through focus groups
- Preliminary work relating to:
  - Hooked on Lifejackets
  - Operation Dry Water
  - Stretching the Season

## **General Summary of Project Progress and Achievements (November 1<sup>st</sup> 2013 – March 24<sup>th</sup>, 2014)**

### **North American Safe Boating Awareness Week**

1. A particular emphasis during the 2014 campaign was the issue of impaired boating. To that end, the CSBC, in conjunction with advertising firm Saatchi and Saatchi, launched a campaign entitled "Help Us Catch an Impaired Boater – Dial 911. (For more information on this program, see the section entitled Hooked on Lifejackets.)
2. National Campaign – Coordinated by Simic Public Relations Ltd. with a goal to engage national and regional Television, Radio and Newspaper outlets.
3. Local Campaign – Executed by volunteers; both individuals and organizations whose goal was to contact local media, provide local expertise for media interviews and on-site boating safety-related events.
4. Kick-off events were held in Toronto, Vancouver, Halifax, Winnipeg and Québec City – The Québec City launch was managed by the Quebec Safe Boating Council under their own contribution agreement. The provincial minister of Healthy Living and Seniors (Sharon Blady) was on hand for the Winnipeg event. Official proclamations of Safe Boating Awareness Week were made in each of the event cities. The Vancouver proclamation was read by Deputy Mayor Adrienne Carr.

5. Ready, Set Wear It events – There were 9 events held in Canada. These were locally coordinated and funded with the exception of the Vancouver event which was a prime component of the overall SBAW launch in that city. There was a total of 384 participants Canada-wide contributing to a new world total of 6,793 participants worldwide.
6. Statistics reporting media impressions have not yet been quantified and will be reported in the next quarterly update.
7. Canadian Tire Corporation ran references to Safe Boating Awareness Week in their May 15<sup>th</sup> flyer which has a circulation of over 11 million copies.
8. Research into awareness of campaign messaging and overall attitudes to boating safety has been completed by McCullough and Associates and the report is pending.

#### **Mini Safe Boating Pamphlet:**

- A first version of the pamphlet has been printed reflecting input and approval from the stakeholder group comprised of organizations detailed in the previous quarterly report. It is titled “Boat Notes” in English and “Carnet de bord. Cap sur la sécurité nautique” in French. This initial printing was comprised of 40,000 English copies and 15,000 French.
- Electronic versions of the brochure were distributed to key stakeholder groups including the Canadian Power & Sail Squadrons, the Canadian Coast Guard & Auxiliary, MADD Canada as well as numerous police agencies with marine enforcement responsibilities. The response has been overwhelmingly positive. Printed versions are being distributed on an “on request” basis. Each organization receiving printed versions of the brochure is being asked to provide feedback such that a follow-up printing can incorporate these suggestions.

#### **Grassroots Initiative – TED?**

- A 7-person steering committee for the grassroots initiative was created consisting of 5 CSBC directors with Barbara Byers as chair.
- Sample documents pertaining to the execution and management of a similar National Safe Boating Council initiative were obtained as a starting point for review and consideration for applicability to this initiative. These documents were reviewed and customized based on feedback received to reflect the needs of this grant program. A secondary review of the amended documents was conducted at the end of February.
- Discussions about the marketing of the program will be initiated in April with an expected launch of the call for submissions before the end of the summer 2014.

#### **Event Planning Guide**

- An Event Planning Guide has been constructed. This guide instructs others on how to host their own boating safety events as they pertain specifically to Safe Boating Awareness Week and is available online on csbc.ca in a PDF format.

### **National Billboard Campaign**

- The CSBC in conjunction with advertising firm (Saatchi & Saatchi) created a series of posters designed to combat impaired boating. The campaign is titled “Help Us Catch an Impaired Boater, Dial 911” and involves boaters on the water reporting (via 911) others who they suspect are impaired by the behaviours they are exhibiting in the operation of their boat.
- Posters promoting the campaign have been placed in a variety of street level locations across Canada. The CSBC is expecting their paid space will be leveraged over year 2014/2015 at a ratio of approximately 10 to 1 providing a significant in kind contribution to the program.
- Campaign management has spent a great deal of time communicating with the Canadian enforcement community and the 911 infrastructure to ensure their support for the project. The support has been very strong and the on water program will be matched wherever possible with MADD Canada’s efforts to expand their existing ‘call 911’ on the road and on the water. Separate creative was developed for the province of Quebec to take into account their current liquor laws which are quite different than other provinces. Billboard faces were put in place across Canada just in advance Safe Boating Awareness Week 2014. This campaign was also the lead message for Safe Boating Awareness Week for 2014 followed closely with the other 4 key boating safety messages.

### **Community Cable B-Roll Development -Ted**

- The compilation of B-Roll has begun. It is designed for use by community cable networks. The goal of developing this B-Roll is to provide community cable networks with good quality on water footage to be used along with interviews with local boating safety volunteers for their daytime and featured programming. The CSBC will act as a clearinghouse to match up local boating safety volunteers with cable networks and the B-roll.
- The footage is being supplied from the PlaySafe and CSBC archives and is being compiled and categorized into the 5 key boating safety messages. It is comprised of a mix of footage from raw camera clips to finished mini programs.
- The b-roll will be supplied direct to the cable companies from PlaySafe / CSBC.

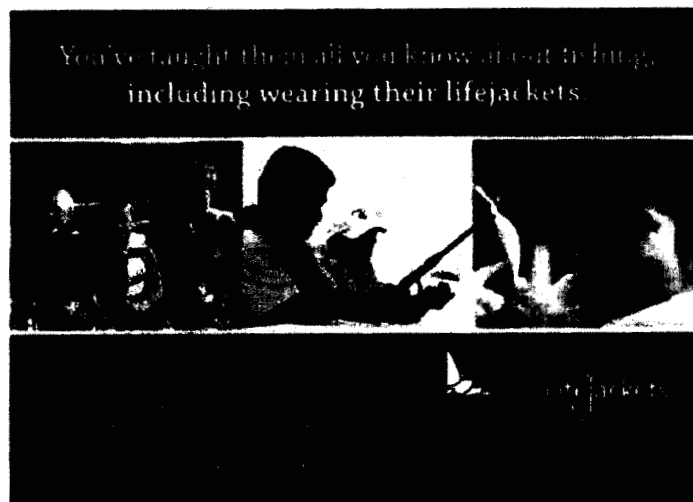
### **Community Cable Engagement -Ted**

- PlaySafe has a strong relationship with Cable networks and this is being re-enforced through a telephone and email blitz to inform station managers and program producers about the availability of both the footage and local boating safety experts. Strong support is being expressed by individual stations in the Rogers, Cogeco and Shaw

networks. Additional work is also being undertaken to engage Videotron in Quebec and East Link in the Maritimes.

### **Hooked on Lifejackets**

- The Hooked on Lifejackets initiative will run from July 5<sup>th</sup>-13<sup>th</sup> in parallel with National Fishing Week in Canada.
- The 2014 Nova Scotia Anglers' Handbook citing fishing regulations for the province carries the Hooked on Lifejackets print PSA in its 90,000 copies. Similarly, the New Brunswick Anglers Guide carries the Hooked on Lifejackets PSA in its 77,500 copies. Discussions are ongoing with the Ministries of Natural Resources in Ontario and elsewhere for 2015. (Unfortunately, many of the other provinces have sub-contracted the production of their Anglers' guides to publishing companies who charge for all advertising including those by not-for-profit groups.)



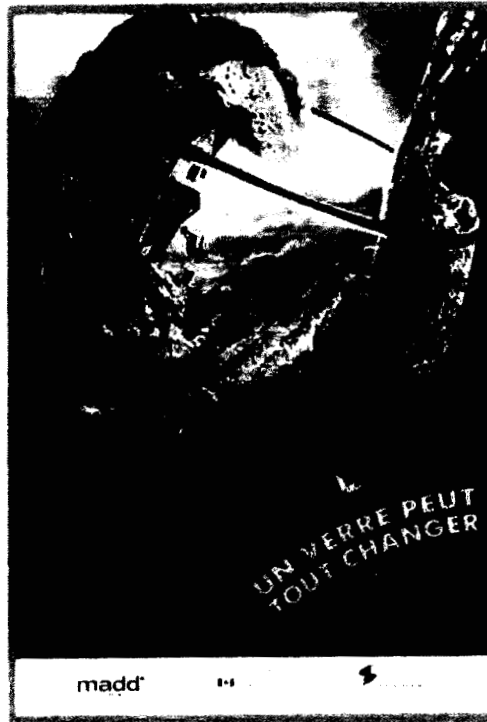
- Provincial and Territorial Angling and Hunting Federations have been contacted throughout the spring to participate in dissemination of the campaign messaging. To-date, all of the federations contacted have agreed to put out joint media releases in support of the initiative.
- The existing print PSA (above) will be used again for the 2014 campaign in long lead marine publications.
- Work has commenced with Bob Izumi, one of the most visible TV fishing hosts in Canada to be the CSBC's spokesperson for the angler focused campaign. Bob is currently recording a radio PSA on the importance of wearing a lifejacket.

### **Operation Dry Water**

- ODW will take place over the August Civic Holiday Weekend. Along with approaching the organizations that took part in 2013, the Canadian Association of Chiefs of Police will again be approached to carry the CSBC's invitation nation-wide to participate in this initiative.
- The Help Us Catch an Impaired Boater – Dial 911 poster will figure prominently in the 2014 Operation Dry Water Campaign. The PSA below is scheduled to appear in the July/August issues of Canadian Yachting and Pacific Yachting.



- As the laws pertaining to drinking and boating differ in Quebec, a different poster will be used as a hopeful deterrent to impaired boating. See below.



- An even greater emphasis will be placed this year on involving the media in vessel checks during that weekend to provide first-hand exposure to the problem. This program will parallel our 'Catch a Drunk (boater) campaign and provide a second window for promotion to leverage the message.

#### **Stretching the Season**

- In 2014, this initiative will be brought forward to the Labour Day Weekend. The thrust to boaters will be that fall is a wonderful time in which to boat, but there are a number of additional precautions that need to be taken to enjoy this activity safely.
- Detailed planning for this initiative will take place in the May/June time frame.

#### **Research –Ted/Barb**

- Although research is not on the campaign activity schedule for the 2013/14 fiscal year, an initial meeting was conducted at the Lifesaving Offices in late February. A framework document was circulated to the attending boating and boating safety



representatives, and comments were returned. Planning is well underway for the research activities to start in the spring.

#### **Campaign Summary by Performance Indicator**

##### **Performance Indicator 1:**

*Number of media campaigns implemented by the Project.*

Kick-off events for North American Safe Boating Awareness Week occurred in 5 locations; Halifax, Quebec City, Toronto, Winnipeg and Vancouver. (The Quebec City event was run by the Conseil Québécoise du Nautisme.)

##### **Performance Indicator 2:**

*Media coverage (# of people reached) for campaign activities where media measurement is used.*

Statistics on media coverage resulting from the clipping service are not yet available and will be reported in the next quarterly report. Considering all 5 event centres an approximate total of 60 media interviews were requested both during and subsequent to the events.

##### **Performance Indicator 3:**

*Number of people in attendance at presentations at boating safety events.*

No boating safety events were held during the reporting period.

##### **Performance Indicator 4:**

*Number of media in attendance at presentations organized by the recipient at boating safety events.*

Media in attendance at the various Safe Boating Awareness Week events are as follows:

- Toronto - 7 media outlets
- Halifax – 2 media outlets
- Winnipeg – 5 media outlets
- Vancouver – 6 media outlets
- Quebec – 4 media

##### **Performance Indicator 5:**

*Number of requests for information to the Recipient about their Project*

Requests have been received from stakeholder groups, enforcement agencies and long-term lead time publications regarding the dates of the CSBC's 2014 campaign activities so that they can be included in their operational calendars and budgets.

#### **Highlights of Communications Activities**

Communications within this reporting period have, for the most part, been with over 700 stakeholder organizations and over 150 marine industry organizations to invite their continued involvement during 2014 in the various campaign activities.



# Ipsos Reid MarketQuest

The Market Understanding and Measurement Specialists

ipsos

## Canadian Boating Safety

Report

Date: November 7, 2014



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The Challenge

To improve  
boating safety  
practices in  
Canada.

Boating is a quintessential part of Canadian summer across this country. The canoe and kayak are cultural icons; fishing is one of the country's most popular outdoor activities. Diehard aficionados sail, SUP, wakeboard, wind/kite surf and waterski.

Many Canadians have easy access to boats and water but not all are fully informed of the risks involved, and even fewer routinely follow safe boating practices.

The Canadian Safe Boating Council (CSBC) is leading a 3 year, multi-faceted initiative that is focused on raising knowledge and awareness of safe boating practices among Canadians, particularly boaters.

The ultimate goal is to increase the number of pleasure craft operators following safe boating practices; and to reduce the loss of life, injuries and property damage due to boating incidents.

Three principal target groups have been identified: pleasure power boaters, fishers and paddlers (canoe and kayak).

Of the five specific problem areas:

1. Not wearing lifejackets and PFDs
2. Drinking and operating a boat
3. Insufficient boating education and knowledge
4. Lack of preparedness when a boating emergency occurs
5. Lack of understanding and preparedness for cold water immersion

this research focuses on the first two.



## Research Objectives

The objectives of the study are summarized as follows:

- Better understand current boating safety **awareness, attitudes and behaviours**
- Measure the importance of **barriers** to safe boating practices
  - Wearing lifejackets; not drinking and operating boats
- Identify the most impactful **motivators/triggers** to improved behaviour
  - Wearing lifejackets; not drinking and operating boats
- Assess the impact of **communications messaging** options
- Record levels of **public support** for legislative initiatives, safety education
- Compare results across **target groups** (e.g. boating activities, type of craft, age, gender, regions, Northerners)



## Research Design

Ipsos

A quantitative online survey was conducted via Ipsos Reid's online panel.

Respondents were asked about their current boating behaviour, especially pertaining to wearing lifejackets and consuming alcoholic beverages while boating.

- Fieldwork was conducted from August 21-29, 2014
- 1204 completed interviews, nationally
- Survey completed in English and in French

Initial sample was designed to be representative of Canada. Final respondents are:

- Aged 18-69
- 60% males, 40% females
- Regionally disproportionate to get a readable base in each region of Canada (regions were proportioned to allow for results similar to national representation)
- At least occasional, recreational participants in any type of boating activity (definition included on slide 18)

Additionally, a minimum number of completes were gathered for the following sub groups of interest:

- New Canadians (have lived in Canada for less than 15 years)
- Northerners (those who live in North Canada as defined in appendix)



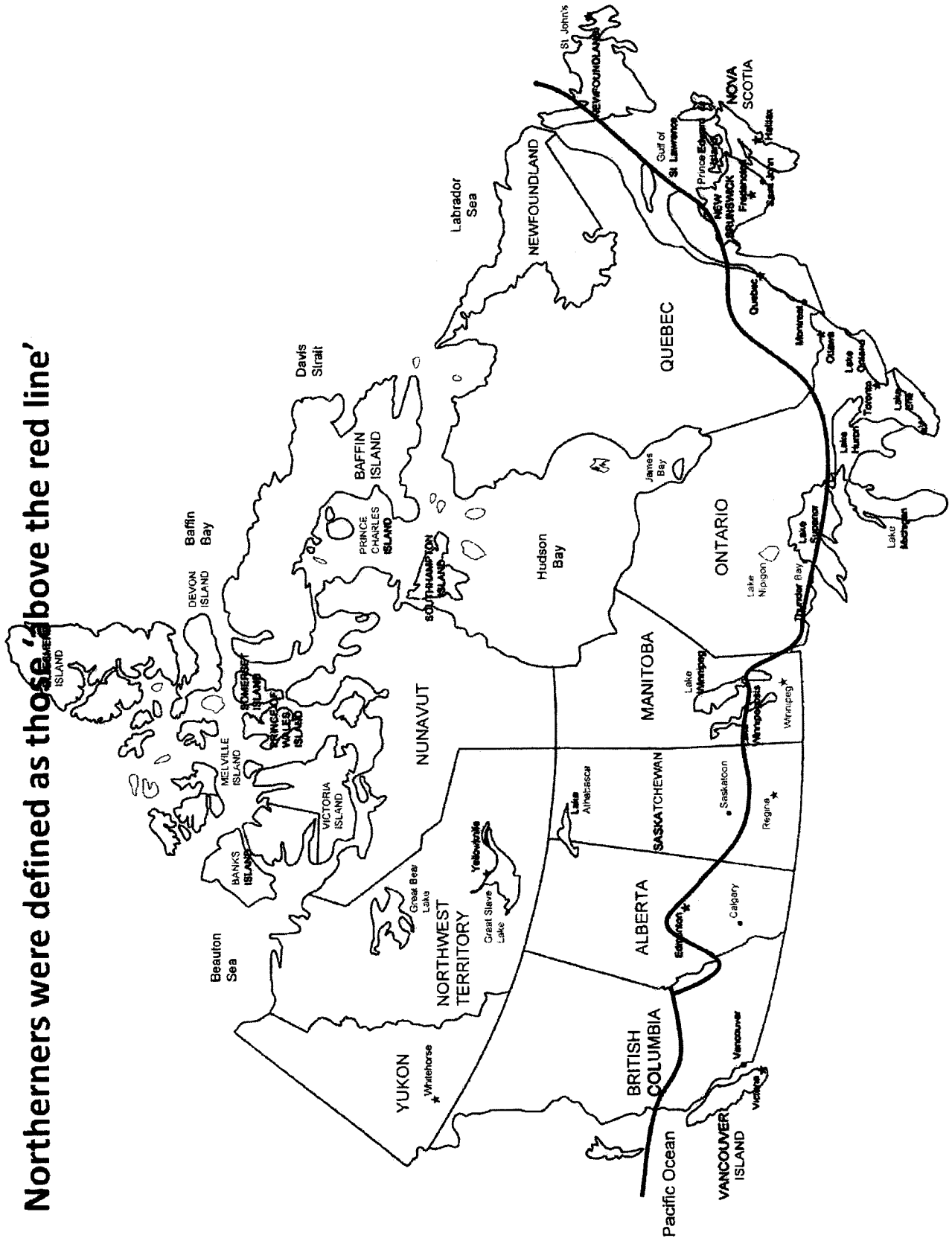
# Sample Sizes by Key Demographics



Gender	n	%
Female	n=488	40%
Male	n=716	60%
<b>Age</b>		
18-34	n=338	28%
35-44	n=249	21%
45-54	n=291	24%
55-69	n=326	27%
<b>Region</b>		
British Columbia	n=260	22%
Prairies	n=164	14%
Ontario	n=329	27%
Quebec	n=298	25%
Atlantic	n=150	13%
Northerners	n=102	9%



Northerners were defined as those 'above the red line'



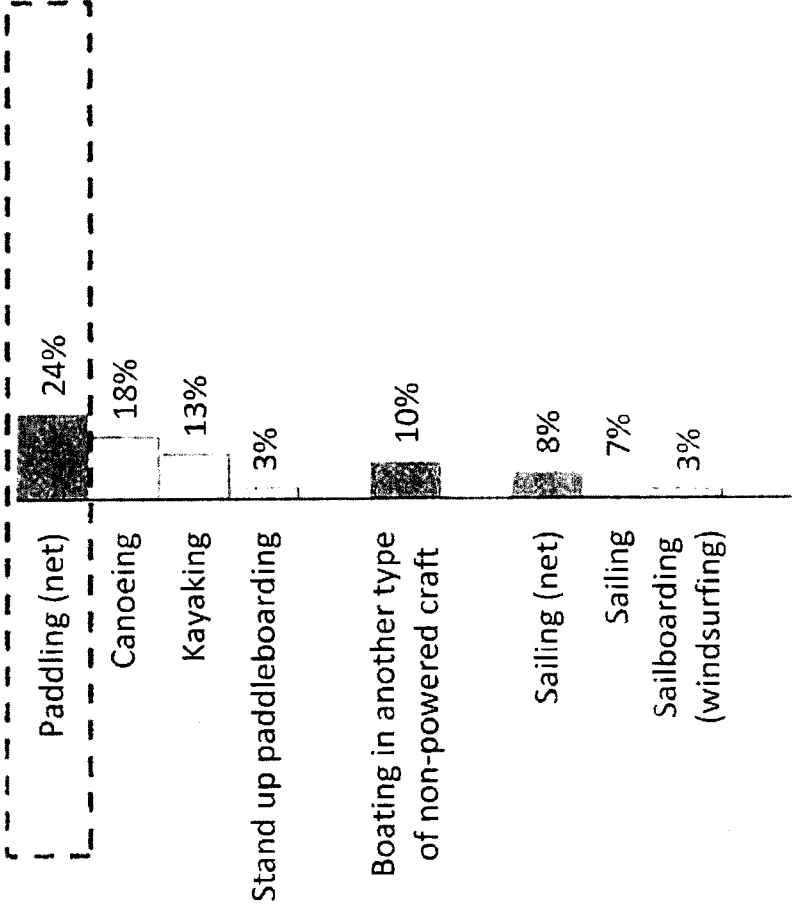
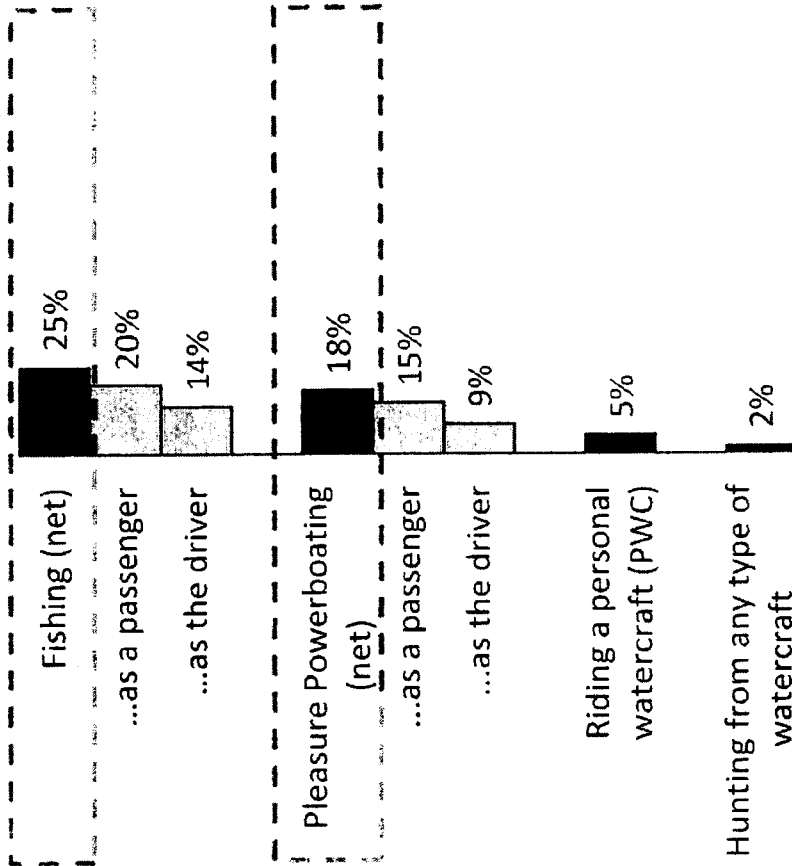
Ipsos Reid MarketQuest

# Overview of Canadian Boaters

**Almost half (45%) of Canadians are boaters, at least occasionally.**

**Canadian Boating Participation - Incidence\***

% of population 18-69 years



\*NOTE: This slide shows full response data for the question, including those who may have left/not qualified for the survey after this question.

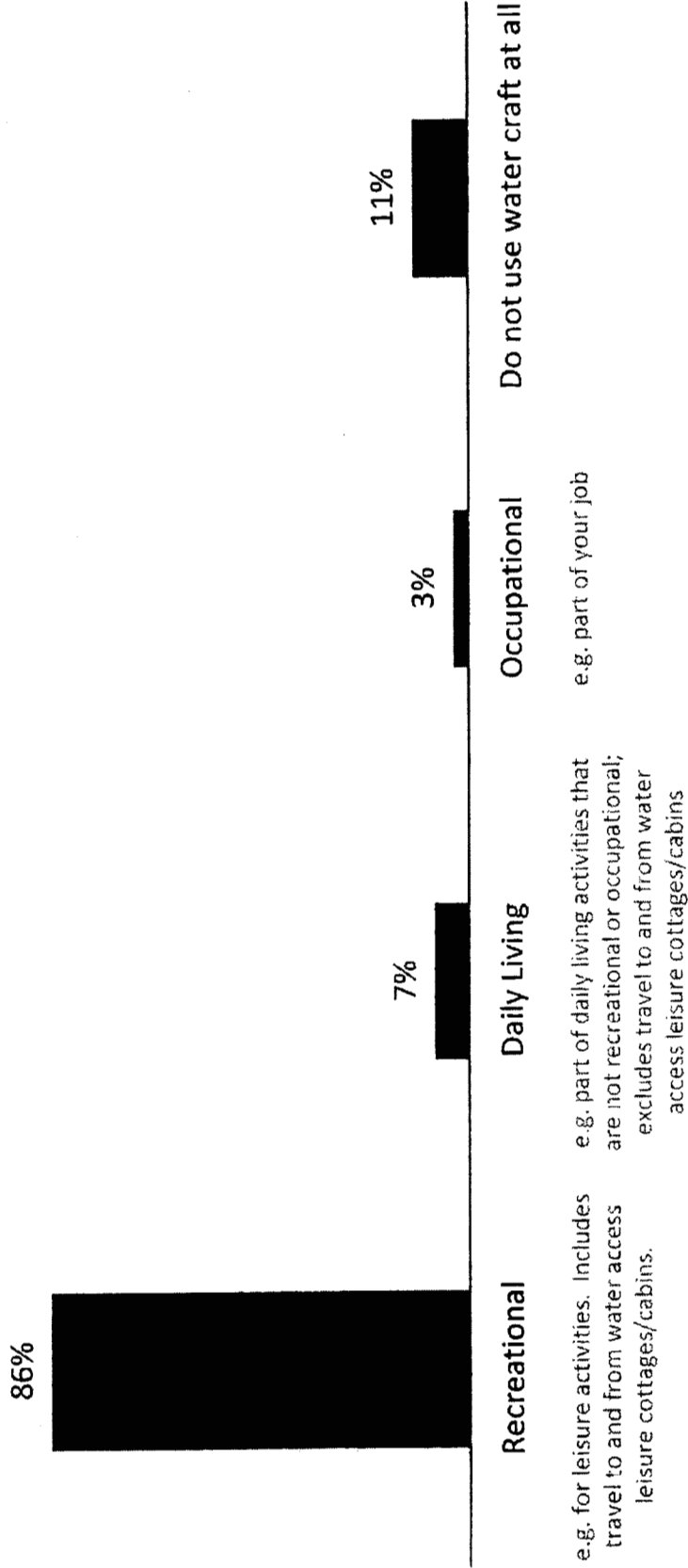
S4. Which of the following activities do you participate in, at least occasionally? (Select all)

Total screened who answered  
54 (n=9075)

**Ipsos** In an average year, over 8 in 10 boaters use a boat for recreational purposes.

**Boating Purposes Incidence\***

% of boaters



e.g. for leisure activities. Includes travel to and from water access leisure cottages/cabins.  
 e.g. part of daily living activities that are not recreational or occupational; excludes travel to and from water access leisure cottages/cabins  
 e.g. part of your job

**\*NOTE: This slide shows full response data for the question, including those who may have left/not qualified for the survey after this question.**

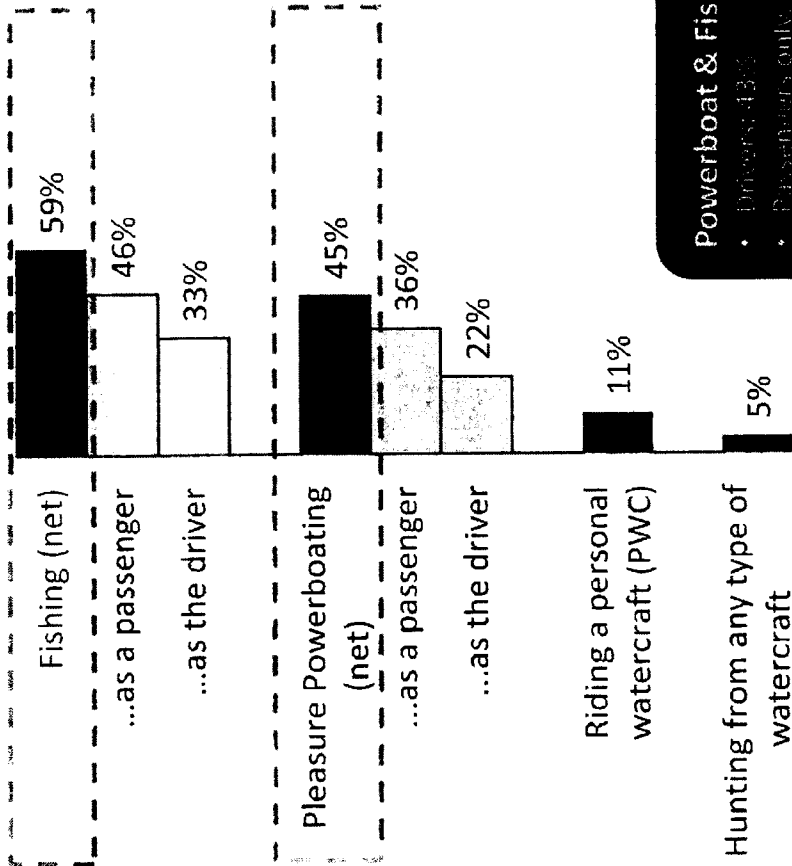
S5. In an average year, do you use any boat or water craft (incl. powerboat, canoe, kayak, sailboat, etc.) for each of the following purposes? (Select all)

Total screened who answered S5 (n=4046)



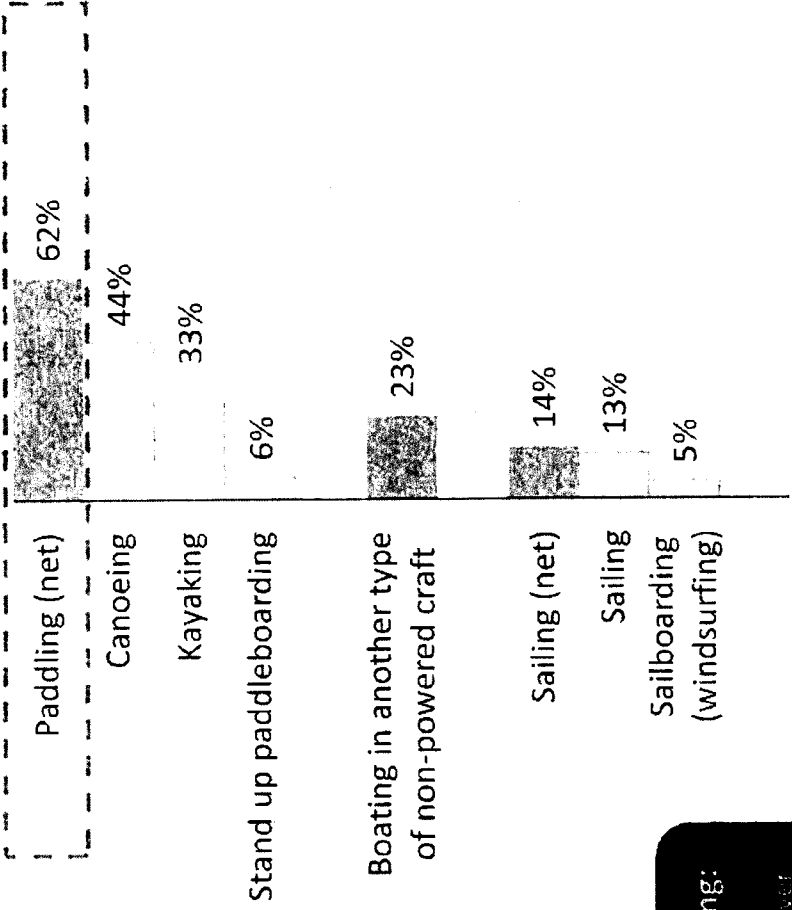
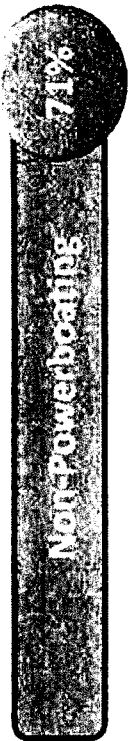
**Canadian boaters participate in a variety of boating activities.** The most popular boating activities are paddling (62%), fishing (59%) and pleasure powerboating (45%).

### Canadian Boating Participation among Recreational Boaters



**Powerboat & Fishing:**

- Drivers: 43%
- Passengers only: never drivers: 62%



Total respondents (n=1204)

S4. Which of the following activities do you participate in, at least occasionally? (Select all)



**Regionally, boaters in BC are more involved in non-powerboating activities; Northerners participate in more powerboating activities.**

### Canadian Boating Participation among Recreational Boaters

Boating Activity	Total	BC	Prairies	Ontario	Quebec	Atlantic	North
<b>Powerboating (NET)</b>	<b>76%</b>	<b>74%</b>	<b>82%</b>	<b>78%</b>	<b>75%</b>	<b>74%</b>	<b>86%</b>
Fishing (net)	59%	52%	65%	57%	61%	63%	74%
...as a passenger	46%	42%	55%	44%	46%	44%	57%
...as the driver	33%	25%	32%	36%	38%	35%	46%
Pleasure Powerboating (net)	45%	51%	52%	46%	38%	39%	50%
...as a passenger	36%	41%	42%	37%	31%	27%	39%
...as the driver	22%	24%	24%	26%	15%	21%	31%
Riding a personal watercraft (PWC)	11%	11%	9%	13%	10%	13%	10%
Hunting from any type of watercraft	5%	5%	4%	5%	5%	5%	6%
<b>Non-Powerboating (NET)</b>	<b>71%</b>	<b>77%</b>	<b>65%</b>	<b>73%</b>	<b>64%</b>	<b>78%</b>	<b>67%</b>
Padding (net)	62%	69%	52%	64%	57%	66%	58%
Canoeing	44%	43%	37%	52%	37%	51%	43%
Kayaking	33%	45%	22%	27%	38%	30%	27%
Stand up paddleboarding	6%	9%	6%	7%	4%	5%	3%
Boating in another non-powered craft	23%	27%	29%	23%	17%	24%	26%
Sailing (net)	14%	19%	12%	15%	11%	14%	5%
Sailing	13%	17%	11%	13%	10%	13%	4%
Sailboarding (windsurfing)	5%	5%	6%	5%	5%	2%	3%

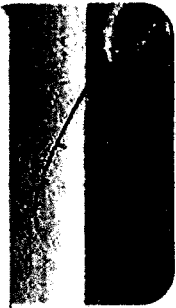
Over 120/Under 80 index compared to total boating population

S4. Which of the following activities do you participate in, at least occasionally? (Select all)

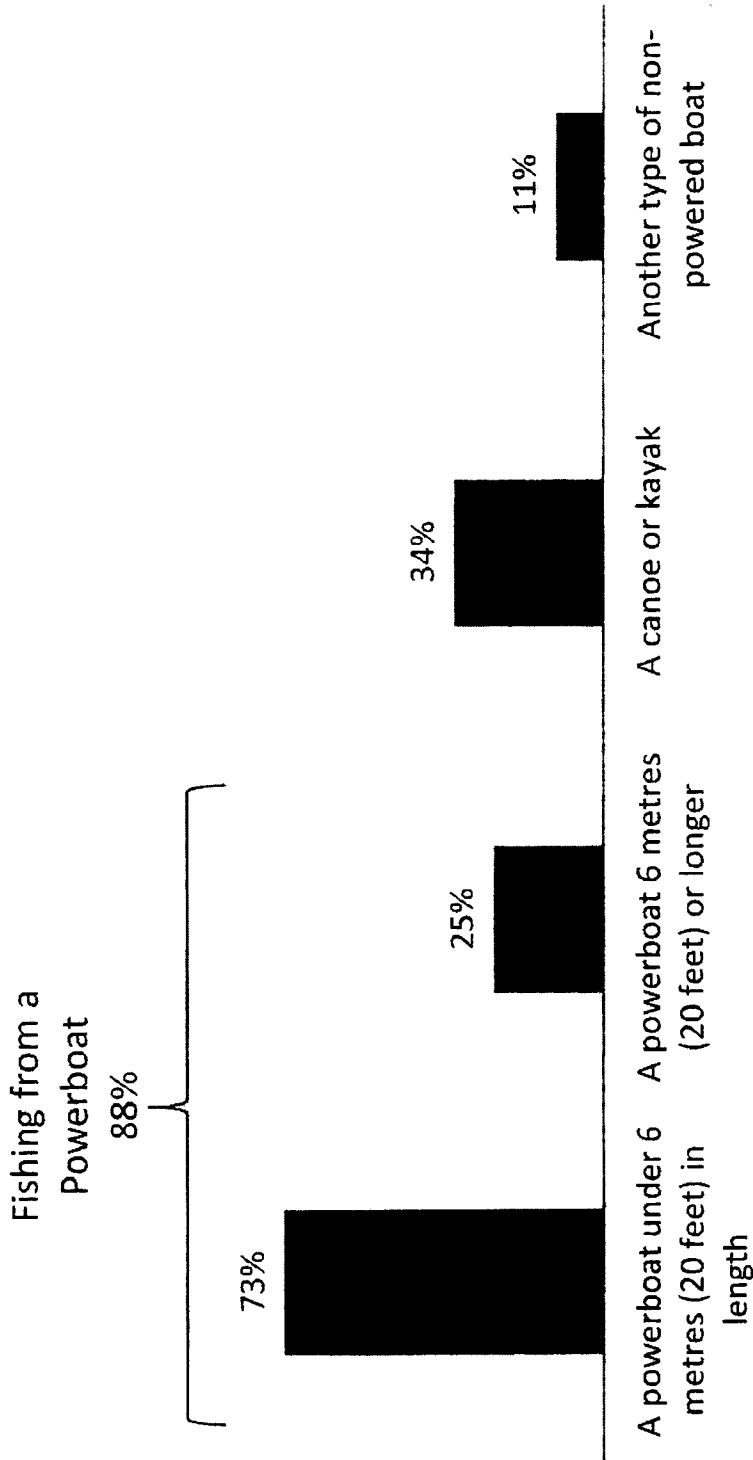


Fishing primarily occurs from a powerboat, especially those under 6 metres in length.

59% fish, at least occasionally



### Types of Fishing Boats



Those who fish at least occasionally (n=704)

S6. Which of the following types of boats do you fish from, at least occasionally? (Select all)



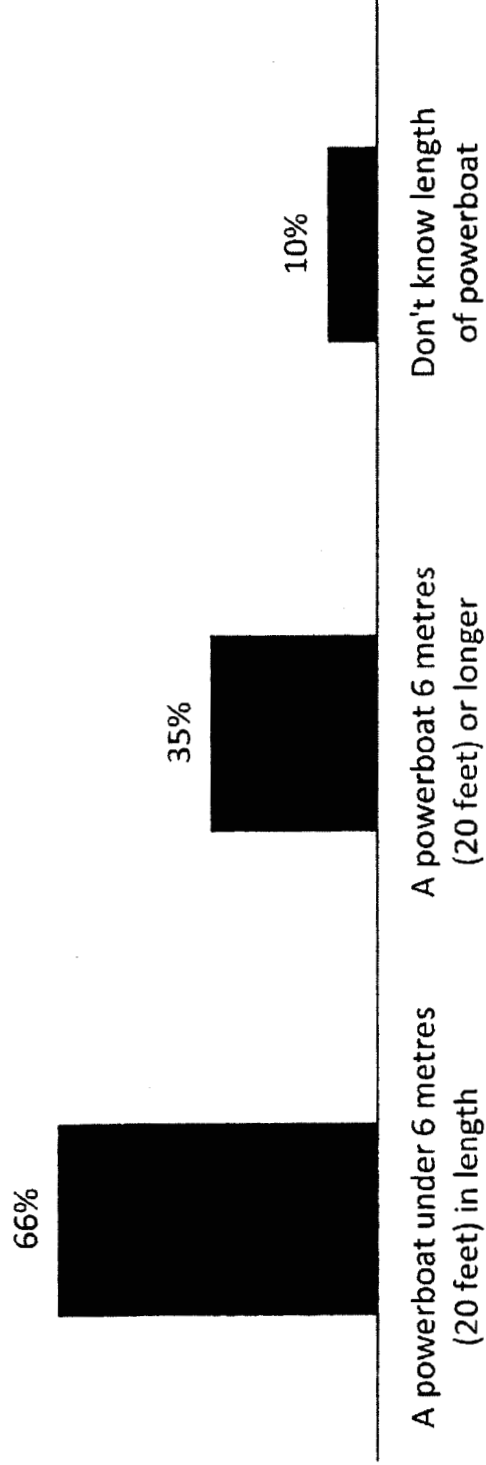


**Two-thirds (66%) of pleasure powerboating is in boats under 6 metres.**

**45% pleasure powerboat, at least occasionally**



### Types of Pleasure Powerboats



S7. Which of the following types of powerboats do you go pleasure boating in, at least occasionally, for reasons other than fishing? (Select all)

Those who pleasureboat at least occasionally (n=542)



Sailors are split evenly among sailboats 6 metres or longer and under 6 metres.

13% go sailing, at least occasionally



Types of Sailboats



S8. Which of the following types of sailboats do you go sailing in, at least occasionally? (Select all)

Those who sail at least occasionally (n=153)



**Within this research, the following icons represent each of the boating participant groups below:**

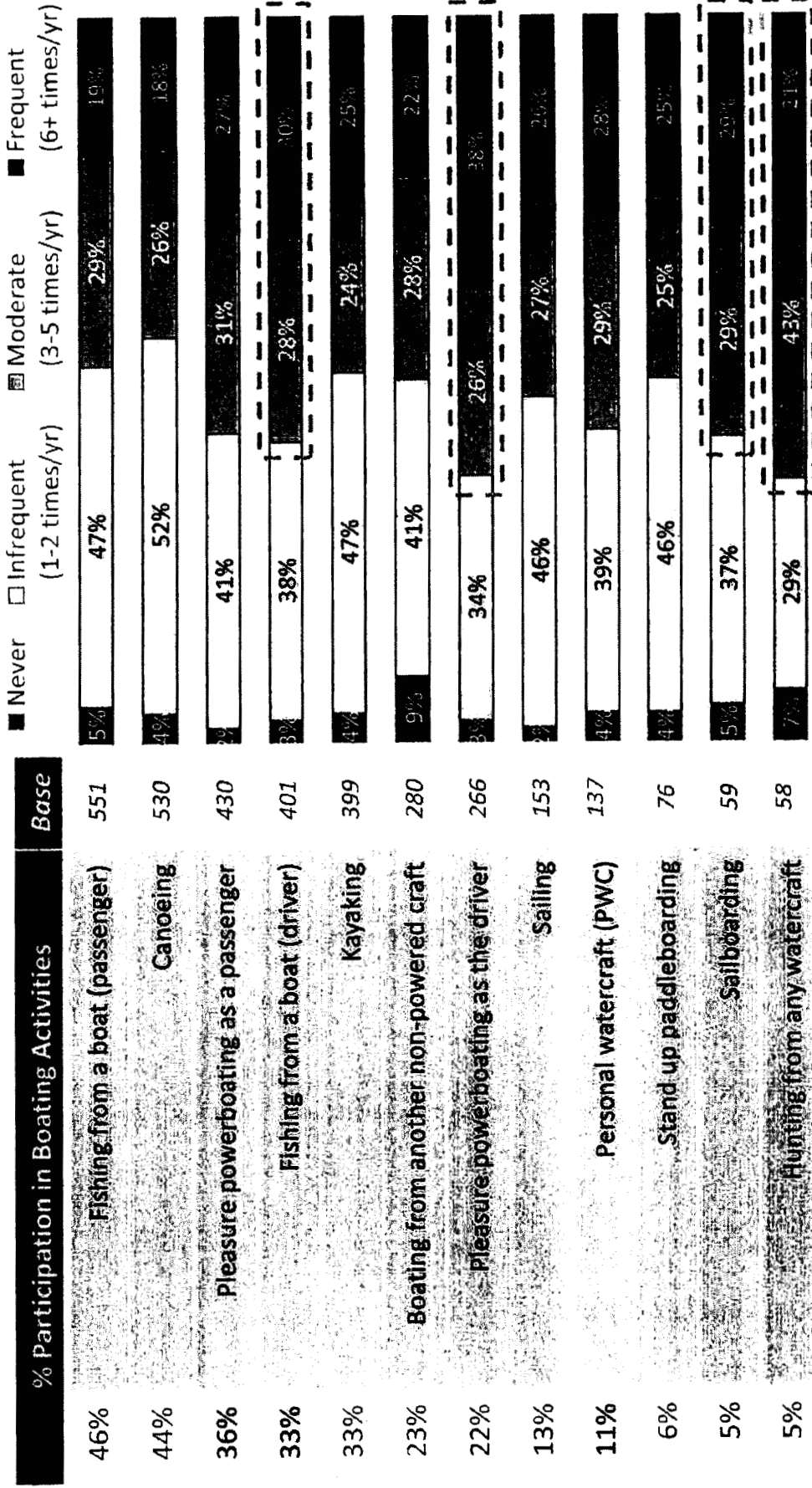
*At least occasionally...*

62%		Paddlers (n=746)	Participated in canoeing, kayaking or stand up paddleboarding
58%		Fishers (n=704)	Participated in fishing from a boat, canoe or other type of craft as either the driver or as a passenger
48%		Pleasure Powerboaters (n=574)	Participated in pleasure boating in a powerboat, including cruising, waterskiing, wakeboarding or PWC, as either the driver or as a passenger
14%		Sailors (n=173)	Participated in sailing or sailboarding (windsurfing)
11%		Personal Watercraft Riders (n=137)	Rode a personal watercraft (PWC)
78%		Small Crafts (n=944)	Participated in canoeing, kayaking, boating in another type of non-powered craft (such as a rowboat, inflatable craft), a powerboat under 6 meters in length, or sailboat under 6 meters in length

S4. Which of the following activities do you participate in, at least occasionally? (Select all)

Pleasure powerboating drivers are the most active boating participants, followed by hunters, sailboarders and fishing boat drivers. Canoeing is the least frequent boating activity.

### Frequency of Participation in Boating Activities

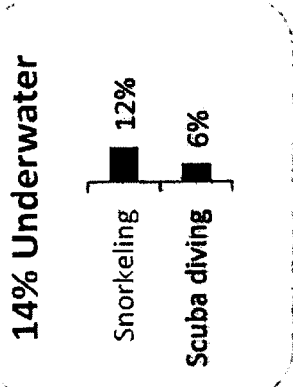
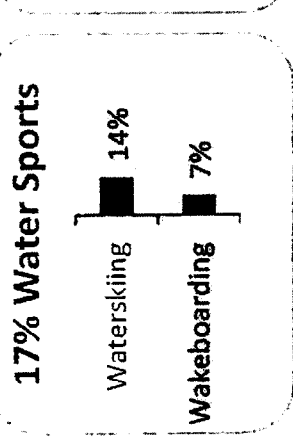
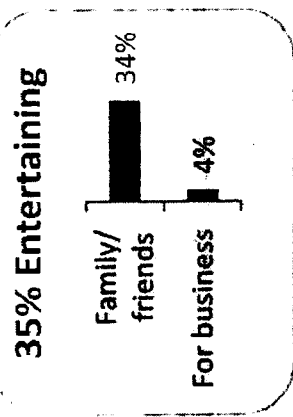
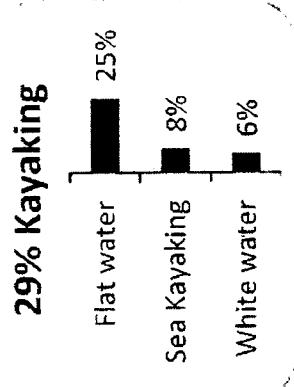
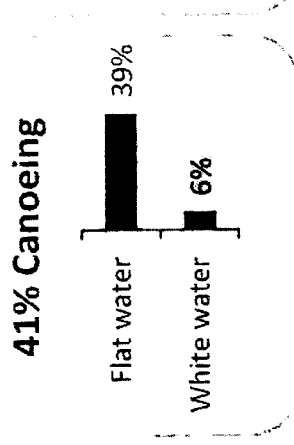
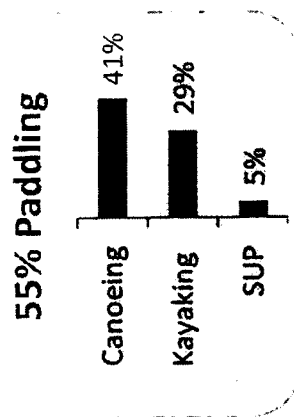
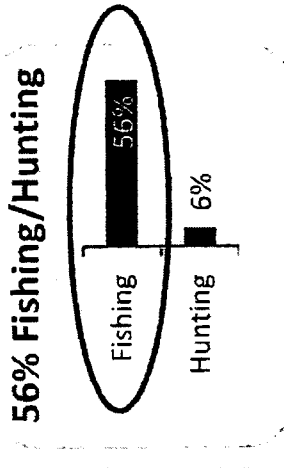
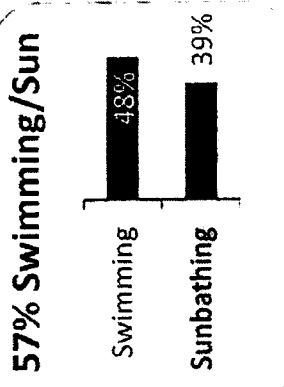
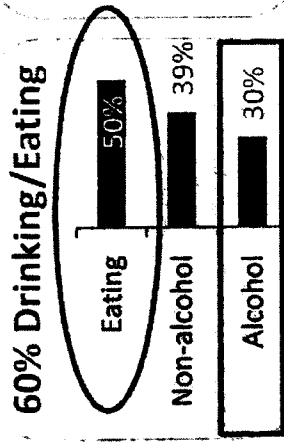
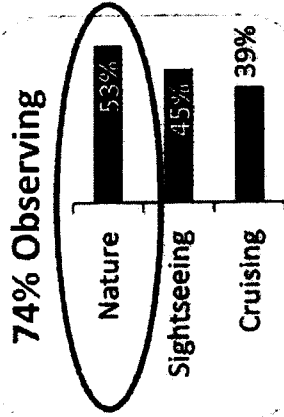


101. How many times, in the past year, would you say that you participate in each of the following activities? (Select one per row)



**In general, boaters most commonly participate in relaxation activities such as observing, eating/drinking and swimming/sunning.** Fishing is the most popular individual activity while boating.

### Overall Participation in Recreational Boating Activities



**23% Reading**

**16% Rowing**

**6% Wave Running**

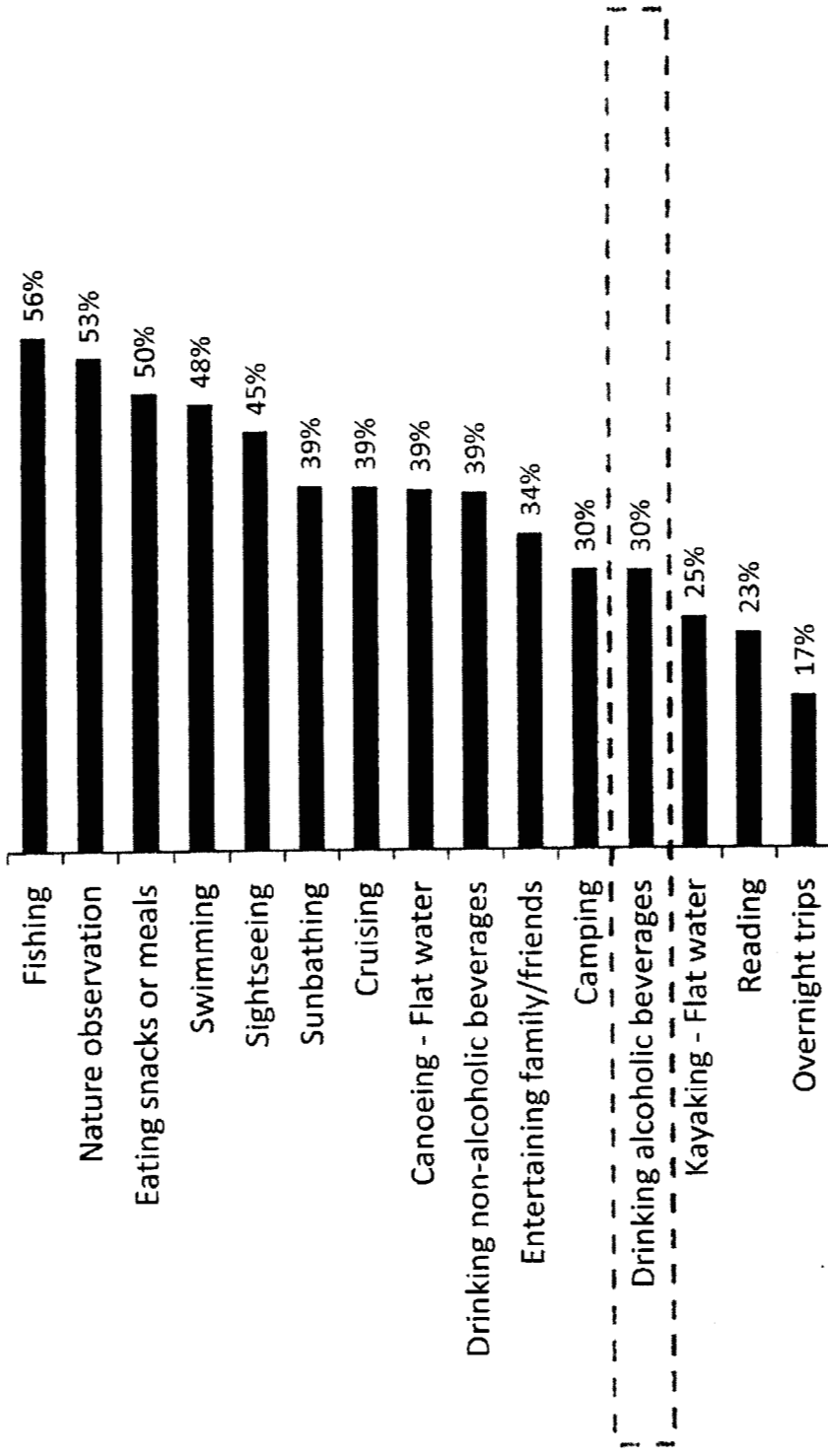
**5% White Water Rafting**

102. When you go out in a boat recreationally, which of the following activities, if any, do you participate in? (Select all)  Top 3 activities



Drinking alcoholic beverages is one of the top fifteen activities while boating.

### Top Fifteen Activities: Overall Participation in Recreational Boating Activities



102. When you go out in a boat recreationally, which of the following activities, if any, do you participate in? (Select all)



**Boaters in the main boating activity subgroups, participate in a wide range of recreational activities, especially pleasure powerboaters, sailors and PWC riders.** One-third to one-half of all major boating participants drink alcoholic beverages while boating.

**Top Boating Activities By Boater Types**

	Total				
<b>Observing (Net)</b>	<b>74%</b>	<b>78%</b>	<b>74%</b>	<b>84%</b>	<b>81%</b>
Nature observation	53%	61%	56%	55%	58%
Sightseeing	45%	50%	46%	56%	58%
Cruising	39%	39%	42%	59%	58%
<b>Drinking/Eating (Net)</b>	<b>60%</b>	<b>58%</b>	<b>66%</b>	<b>72%</b>	<b>76%</b>
Drinking (Subnet)	50%	49%	56%	64%	67%
Drinking non-alcoholic beverages	39%	38%	43%	50%	52%
Drinking beer, wine, other alcoholic beverages	30%	31%	34%	41%	49%
Eating snacks or meals	50%	49%	56%	61%	64%
<b>Swimming/Sunning (Net)</b>	<b>57%</b>	<b>60%</b>	<b>61%</b>	<b>74%</b>	<b>80%</b>
Swimming	48%	52%	51%	64%	75%
Sunbathing	39%	41%	42%	55%	56%

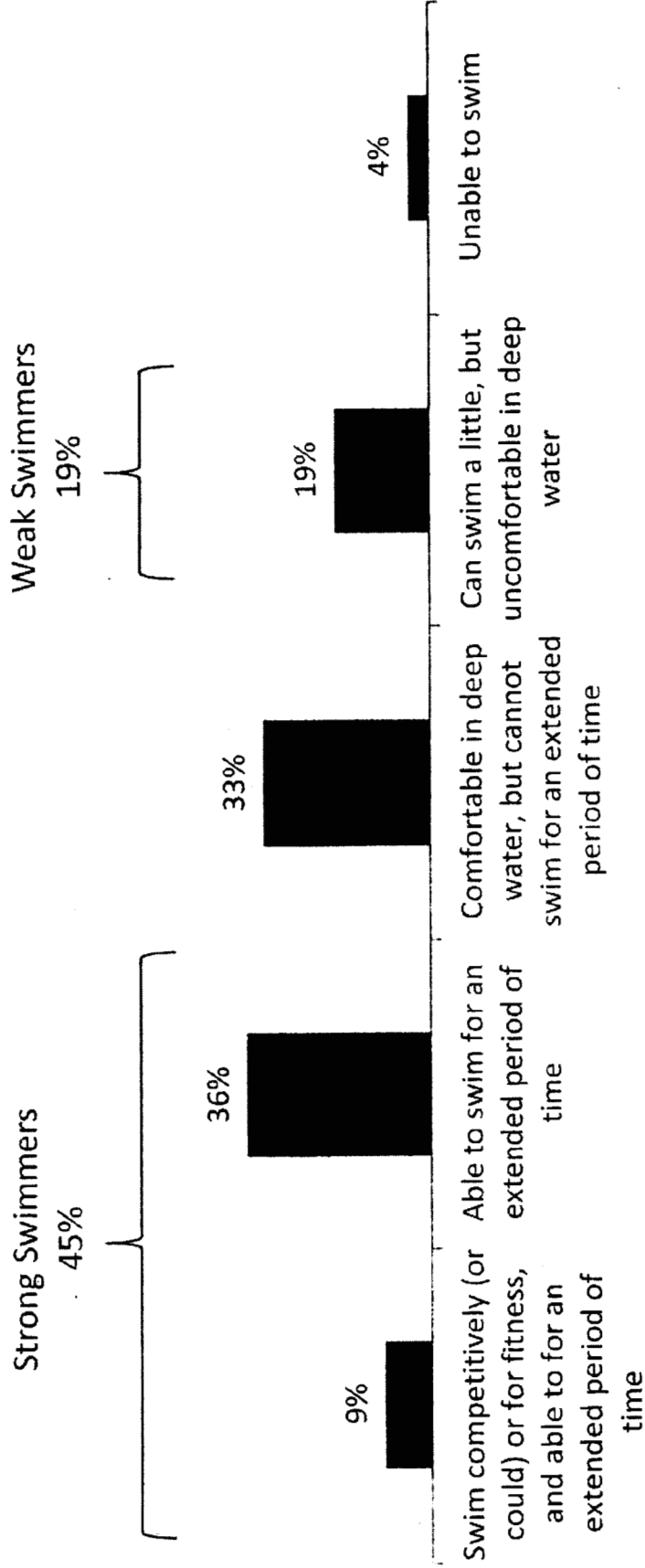
Over 120/Under 80 index compared to total boating population

102. When you go out in a boat recreationally, which of the following activities, if any, do you participate in? (Select all)



Almost half of recreational boaters identify themselves as strong swimmers. Only a small percentage of these boaters are unable to swim, but 1 in 5 (19%) are weak swimmers.

### Level of Swimming Ability



Total respondents (n=1204)

801. How would you describe your swimming ability? (Select one)

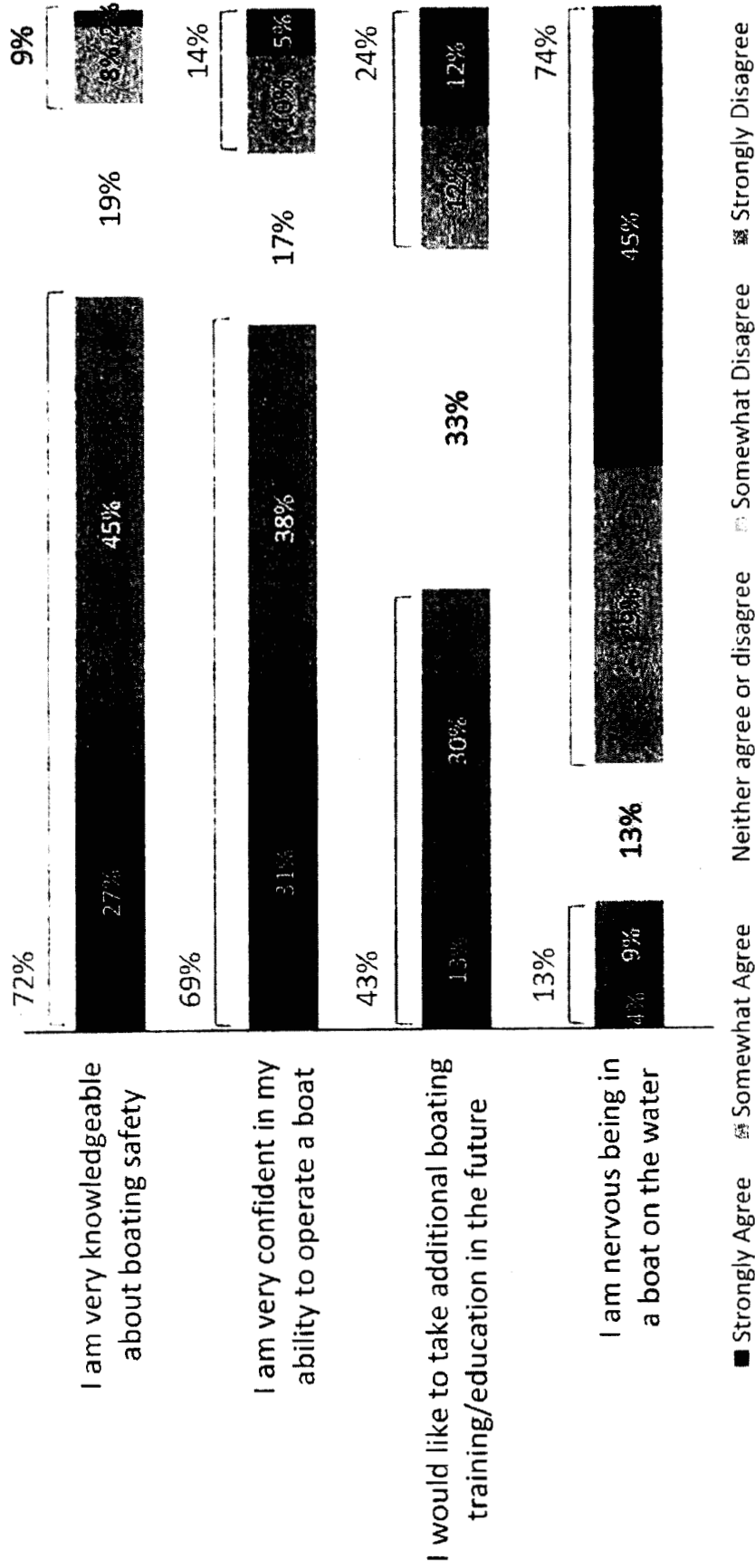




## Canadian boaters generally feel knowledgeable and confident about boating.

Less than half are interested in taking additional training/education and only 1 in 10 feel nervous about being in a boat on the water.

### Broad Attitudes toward Boating & Boating Safety



Total respondents (n=1204)

201. Please indicate your level of agreement with the following statements.

# Among boaters, sailors and PWC riders feel the most knowledgeable and confident.

Sailors are most likely to want additional training; PWC riders are also the least likely to feel nervous.

## I am very knowledgeable about boating safety

(n=746)	28%	46%	18%	7%
(n=704)	32%	45%	15%	6%
(n=574)	31%	44%	17%	7%
(n=173)	41%	43%	13%	4%
(n=137)	45%	39%	7%	6%
(n=944)	27%	46%	19%	7%

## I am very confident in my ability to operate a boat

(n=746)	33%	39%	16%	9%
(n=704)	36%	39%	14%	7%
(n=574)	32%	36%	17%	10%
(n=173)	45%	39%	12%	4%
(n=137)	49%	31%	8%	7%
(n=944)	32%	39%	16%	9%

## I would like to take additional boating training/education in the future

(n=746)	14%	29%	35%	11%	11%
(n=704)	14%	30%	34%	12%	11%
(n=574)	16%	33%	31%	11%	10%
(n=173)	23%	38%	25%	7%	7%
(n=137)	17%	34%	26%	9%	15%
(n=944)	14%	29%	34%	12%	11%

## I am nervous being in a boat on the water

(n=746)	3%	9%	13%	31%	44%
(n=704)	4%	10%	12%	27%	48%
(n=574)	4%	9%	11%	27%	48%
(n=173)	8%	12%	13%	26%	42%
(n=137)	4%	10%	8%	23%	55%
(n=944)	3%	9%	14%	30%	44%

201. Please indicate your level of agreement with the following statements.

Over 120/Under 80 index compared to total boating population

## Powerboat drivers feel more confident in their ability to operate boats than the average boater; passengers and women feel much less confident. Women,

younger boaters, New Canadians, non-swimmers and Prairies residents feel more nervous in a boat.

### Key Subgroups: Top 2 Box Attitudes toward Boating & Boating Safety

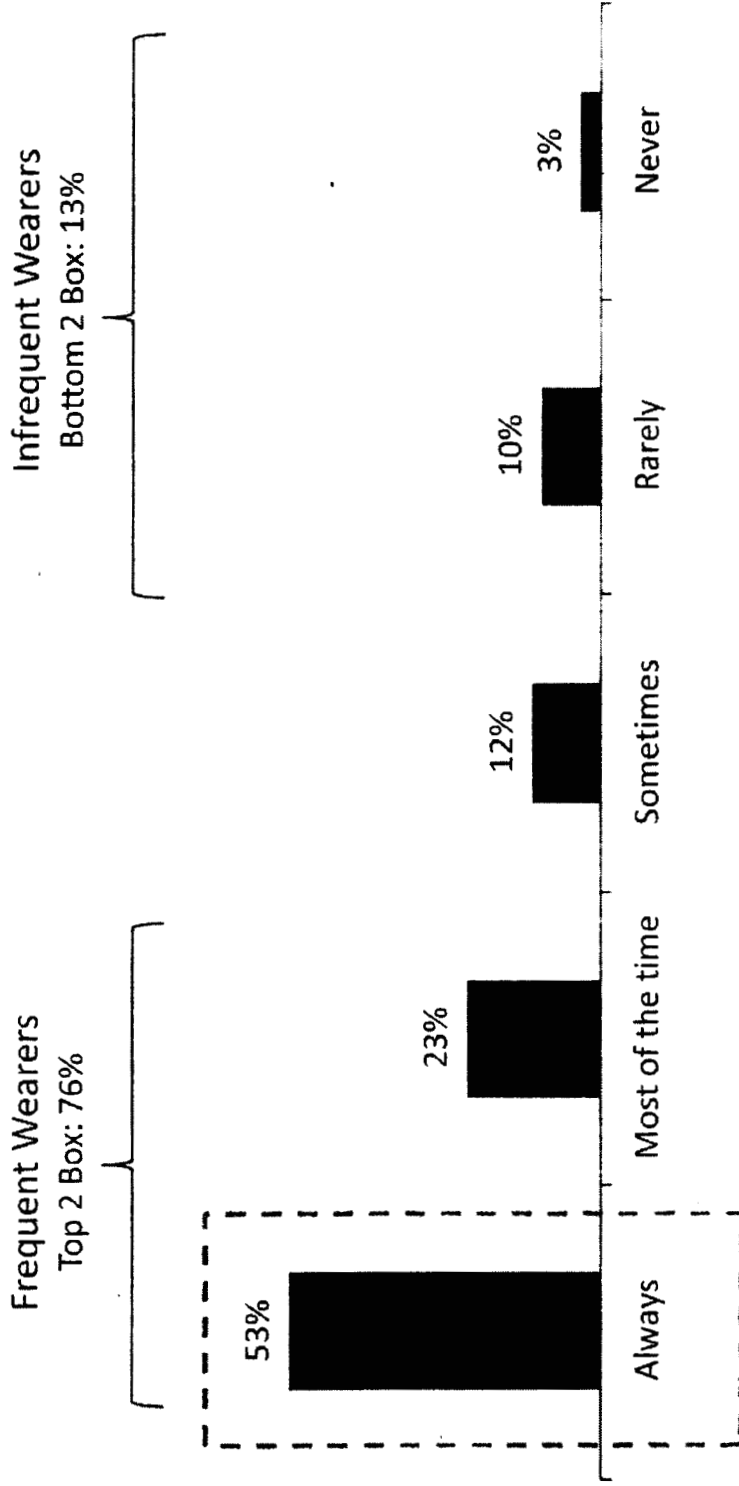
T2B	I am very knowledgeable about boating safety	I am very confident in my ability to operate a boat	I would like to take additional boating training/education in the future	I am nervous being in a boat on the water
<b>Total</b>	<b>72%</b>	<b>69%</b>	<b>43%</b>	<b>13%</b>
<b>Males</b>	76%	80%	42%	11%
<b>Females</b>	67%	54%	45%	15%
<b>Ages 18-34</b>	66%	65%	47%	17%
<b>Ages 35-44</b>	69%	67%	47%	15%
<b>Ages 45-54</b>	77%	74%	43%	10%
<b>Ages 55-69</b>	77%	71%	36%	8%
<b>BC</b>	68%	65%	53%	12%
<b>Prairies</b>	67%	59%	38%	17%
<b>Ontario</b>	76%	71%	44%	12%
<b>Quebec</b>	72%	75%	33%	10%
<b>Atlantic</b>	76%	73%	51%	16%
<b>Northerners</b>	77%	74%	36%	13%
<b>New Canadians</b>	72%	78%	56%	22%
<b>Born in Canada</b>	72%	70%	41%	12%
<b>Total Swimmers</b>	73%	70%	43%	12%
<b>Strong Swimmer</b>	79%	76%	42%	9%
<b>Unable to swim</b>	60%	60%	49%	34%
<b>Parents (of children &lt;18)</b>	75%	69%	48%	18%
<b>No Children</b>	70%	70%	41%	10%
<b>Powerboat Drivers</b>	85%	86%	44%	12%
<b>Powerboat Passengers</b>	61%	50%	45%	14%

Over 120 / Under 80 index compared to total boating population  
201. Please indicate your level of agreement with the following statements.

**Focus on:  
Lifejacket use while  
Boating**

# Half of Canadians claim to 'always' wear a lifejacket when in a boat.

## Overall Frequency of Wearing Lifejacket



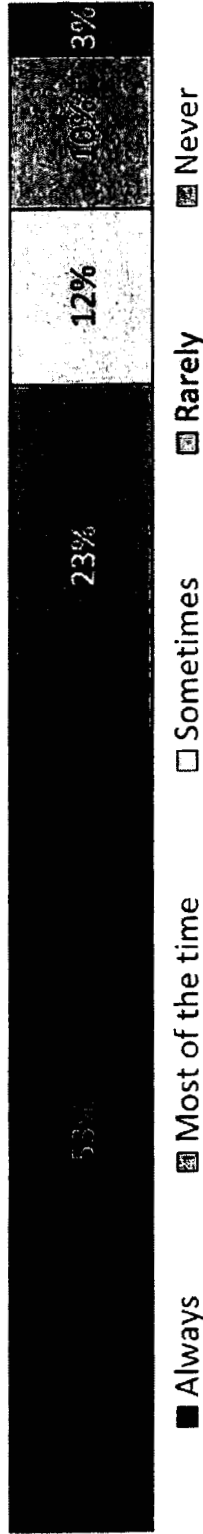
Total respondents (n=1204)

103a. Overall, how often do you wear a lifejacket when in a boat? (Select one)

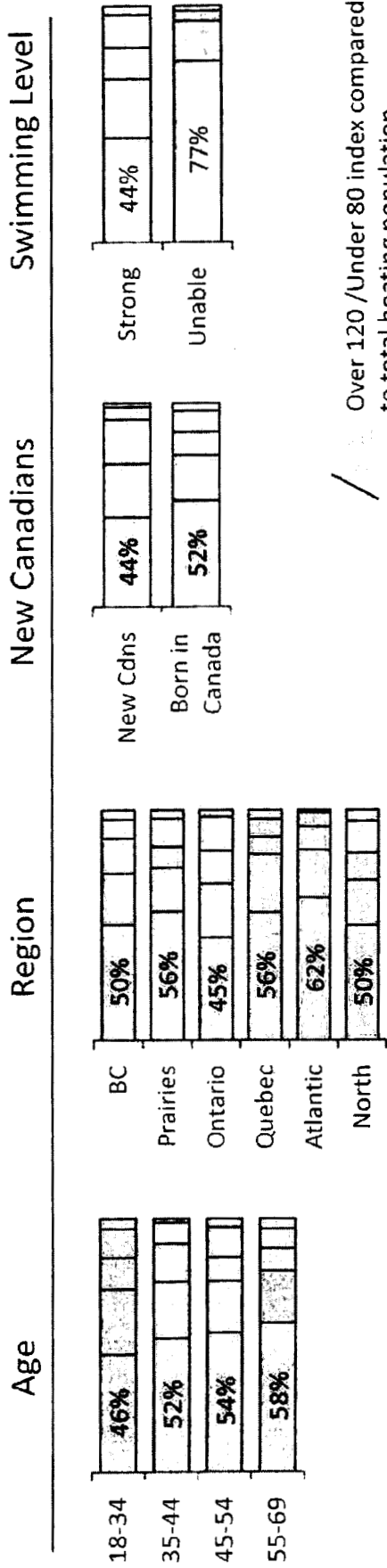
**Ipsos** There is little variability in claimed wearing of lifejackets among key subgroups.

- Those unable to swim are more likely to 'always' wear a lifejacket.
- Ages 18-34, Ontario, Northerners, and strong swimmers are less frequent wearers of PFDs.

**Overall Frequency of Wearing Lifejacket**



**Notable Differences in Frequent/Infrequent Wearers of Lifejackets**



103a. Overall, how often do you wear a lifejacket when in a boat? (Select one)

**Pleasure powerboaters are the group least likely to wear lifejackets.**

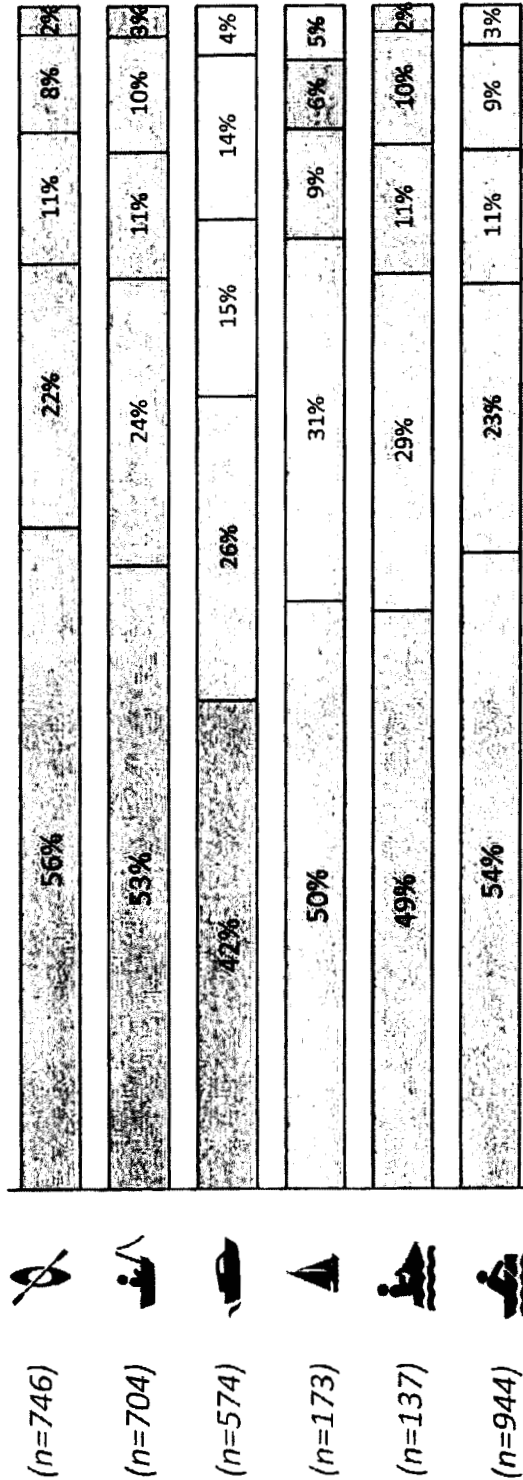
Half of both powerboat drivers and passengers claim to wear a PFD 'always' (48%) – this is on par with the national results.

**Overall Frequency of Wearing Lifejacket**



Always  
  Most of the time  
  Sometimes  
  Rarely  
  Never

**Frequent/Infrequent Wearers of Lifejackets per Boating Sub-group**



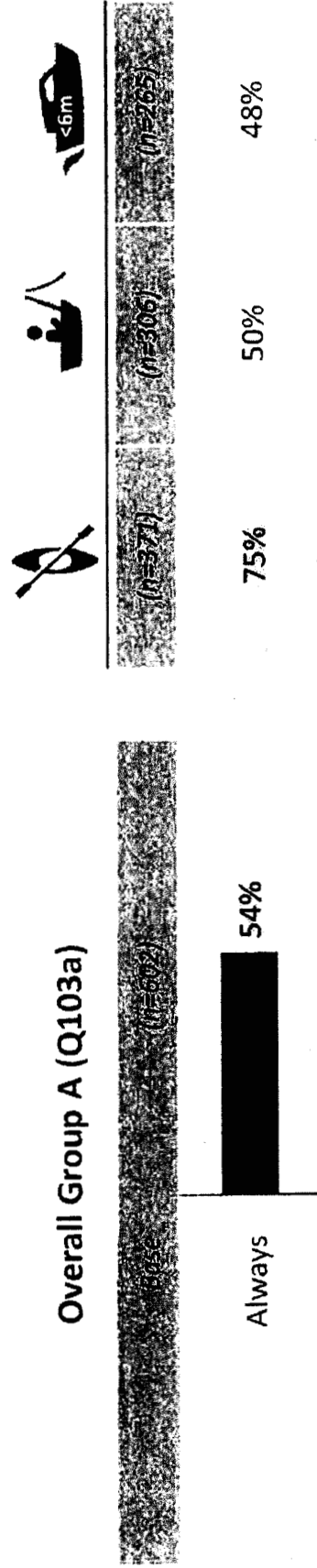
Over 120/Under 80 index compared to total boating population

103a. Overall, how often do you wear a lifejacket when in a boat? (Select one)



When asked directly about lifejacket habits for specific boating activities, boaters were most likely to indicate that they 'always' wear a lifejacket when paddling.

Frequency of Wearing Lifejacket while...



- 104a. How often do you wear a lifejacket when you are in a canoe or kayak? (Select one)
- 105a. How often do you wear a lifejacket when you are fishing from a boat? (Select one)
- 106a. How often do you wear a lifejacket when you are pleasure boating in a powerboat under 6 metres in length for reasons other than fishing? (Select one)

Over 120 / Under 80 index compared to total boating population  
 Lifejackets: Group A only (n=602)



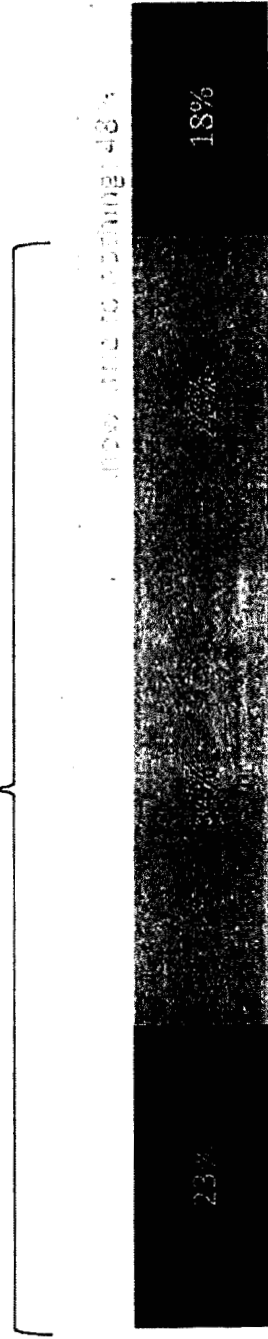


**Awareness for inflatable and paddling-style lifejackets is high, but familiarity and usage is low.** Almost half know little or nothing about inflatables (48%) and paddling-style (41%) lifejackets.

### Awareness of Lifejacket Types

Aware: 82%

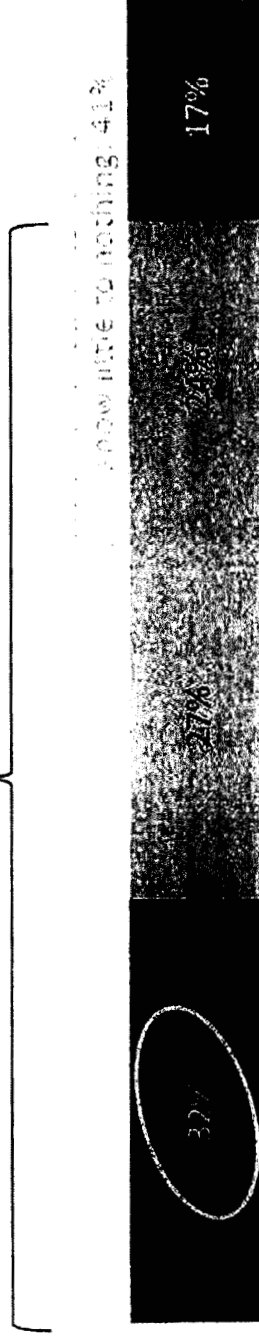
Inflatable lifejacket



■ Have used ■ Know about, but never used ■ Seen but know little about ■ Never seen before

Aware: 83%

Paddling-style lifejacket



■ Have used ■ Know about, but never used ■ Seen but know little about ■ Never seen before

202. Which of these phrases best describes your awareness of each of the different kinds of lifejackets shown below? (Select one per row)

Total respondents (n=1204)

**As a key part of this research, we explore what the most important “barriers” are, and what the most important “motivators” are, for boaters.**

## *Background*

- Based on earlier research and existing knowledge, we know there are many attitudinal and behavioural barriers “stopping” boaters from “doing what we want them to” and a lot of different reasons why they might “do what we want them to” (motivators).
- In the qualitative research stage that preceded this quantitative research, we also learned that, qualitatively, there were a number of **communications messaging** directions that seemed like they had potential to convince boaters to “do what we want them to”, regarding wearing lifejackets, and not drinking while operating a boat.
- Thirdly, in our annual CSBC tracking research in spring 2014, a preliminary pre-test of **6 messaging statements regarding reasons to wear your lifejacket** and another **6 reasons to not drink alcoholic beverages** when operating a boat, found that there seemed to be high potential for most of these message directions to positively influence boaters to “do what we want them to”.

**Compiling this past and current knowledge, we identified a long list of items to test within this research:**

- **17 potential motivators and 31 potential barriers to “wearing your lifejacket”**
- **17 potential motivators and 31 potential barriers to “drinking alcoholic beverages while operating a boat”**



To move beyond the 'easy' answers, barriers, motivations and communications statements were tested using a MaxDiff exercise.

### What is MaxDiff?

- **Maximum Difference Analysis (or MaxDiff)** is an advanced research technique used to understand the relative influence of various factors – in this case, among motivations, barriers and communications messages among boaters.
- MaxDiff is an easy way for respondents to select **the most influential factor** without having to choose from a long list of items and it results in stronger discrimination among the items.
- This analysis provides **stronger reliability and clearer insights** than more simplistic rating or ranking procedures.
- In the MaxDiff exercises, respondents were shown a random subset of items for each of the motivations, barriers and communications sections. They were asked to choose, among the selection of items being shown, which one they considered to be the *most* convincing statement, and which one they considered to be the *least* convincing. Each respondent performed this “choice task” a number of times, each time with a different subset of statements/messages.
- An additional question established ‘absolute’ values for each, asking whether the both, one or neither of the statements selected was convincing.

#### Lifejacket MaxDiff Design

Motivations/Barriers - 4 choices, 15 screens

Communications Messages – 4 choices, 8 screens

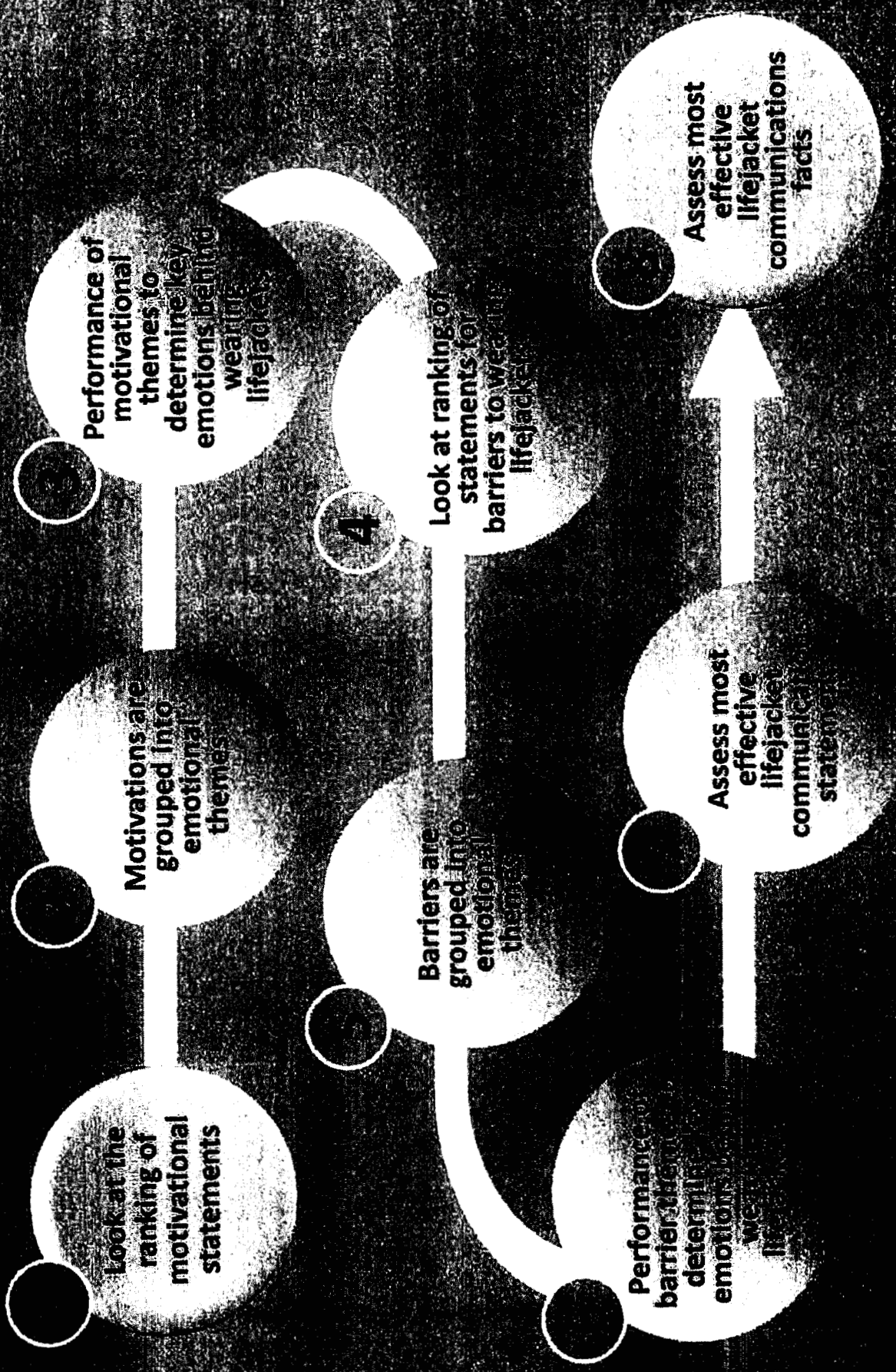
Communications Facts – 4 choices, 7 screens

#### Drinking Alcohol while Boating MaxDiff Design

Motivations/Barriers - 4 choices, 17 screens

Communications Messages – 3 choices, 7 screens

Communications Facts – 3 choices, 7 screens



# Overall Ranking of Barriers to Wearing Lifejackets

Based on MaxDiff Scores / 10

Barriers to wearing  
a lifejacket

- 4.4 I feel that I am prepared in the event of cold water immersion
- 3.3 A lifejacket is uncomfortable to wear
- 3.2 I don't know anyone who has ever drowned or almost drowned
- 3.2 I don't worry about the temperature of the water, as I don't boat during what I consider to be the cold water season
- 3.0 The lifejackets that I would like are too expensive
- 2.9 I only need to wear a lifejacket in riskier conditions (tippy boat, rough water, at high speeds)
- 2.7 A lifejacket is too hot to wear
- 2.7 Wearing a lifejacket interferes with my activity while boating
- 2.6 I only need to wear a lifejacket when involved in sports (e.g. waterskiing, wakeboarding)
- 2.3 I tend to go along with what others on the boat are doing - if they wear one, I will too
- 2.2 I want to feel the sun on my skin / sun tan and I can't with a lifejacket
- 2.1 If something happens where I need a lifejacket, I can always put one on
- 2.0 I prefer to use a lifejacket as a cushion / to sit on / as a pillow
- 2.0 Lifejackets smell bad
- 2.0 Wearing a lifejacket puts a damper on things
- 1.8 It's not cool to wear a lifejacket
- 1.8 I don't need to set an example for others by wearing a lifejacket, particularly if there are no children around
- 1.7 I don't want to be the odd one by wearing a lifejacket
- 1.7 I've got good boating skills so I don't need to wear a lifejacket
- 1.6 I don't think there is anything people can do to improve their chances of surviving immersion in cold water
- 1.6 I don't think a PFD or lifejacket will help if someone falls into cold water
- 1.5 I don't need to worry about cold water immersion, as it is unlikely to happen to me
- 1.5 Family and friends are looking out for me, so I don't really need to wear a lifejacket
- 1.5 It is very unlikely that something serious is going to happen, so there's really no need to wear a lifejacket
- 1.5 I don't want others to think I'm scared of water when I wear a lifejacket
- 1.4 I'm better off without a lifejacket / I can swim better without one
- 1.4 I'm a strong swimmer, so I don't need to wear a lifejacket
- 1.4 I don't want others to think I can't swim
- 1.3 Wearing a lifejacket does not fit with the image I want to project
- 1.1 My family / friends don't need to wear lifejackets because I can look out for them
- 0.9 There's no real risk when you fall into the water, so wearing a lifejacket isn't really needed

Barrier  
Cold Water Barrier

## Top 9 resonate most with boaters

Q301. Here are some statements that describe how people feel about wearing lifejackets while boating. Which one do you agree with the most and which one do you agree with the least? (Select one)

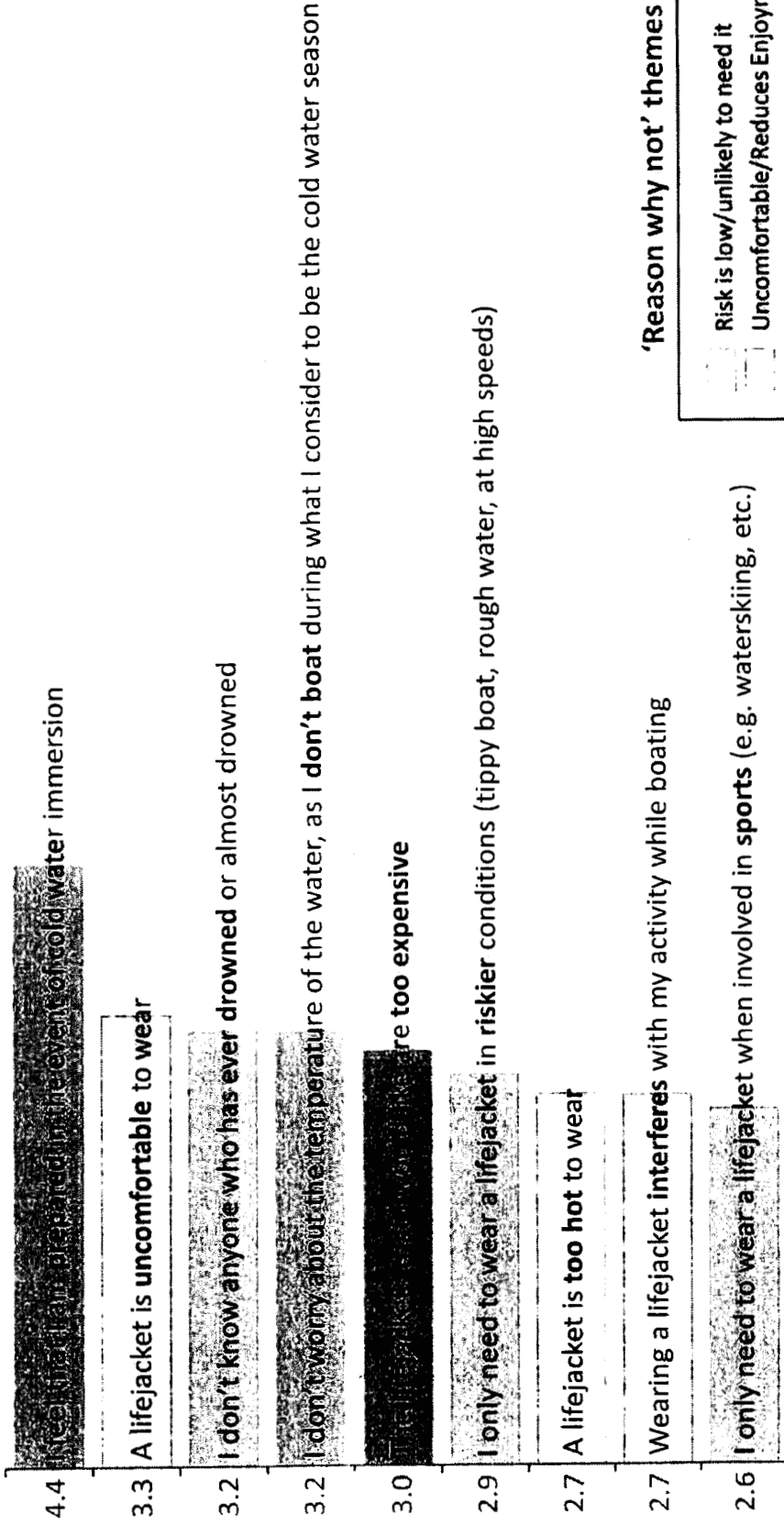
Lifejackets: Group A only (n=602)

# There are several "reasons why not" themes evident in the top 9 barriers.

Based on MaxDiff Scores / 10

Barriers to wearing a lifejacket

## Top 9 barriers that resonate most with boaters



### 'Reason why not' themes

- Risk is low/unlikely to need it
- Uncomfortable/Reduces Enjoyment
- Too expensive
- Not concerned about Cold Water

Q301. Here are some statements that describe how people feel about wearing lifejackets while boating. Which one do you agree with the most and which one do you agree with the least? (Select one)

Lifejackets: Group A only (n=602)

# Each of the Lifejacket Barriers belongs to an emotional theme.

Barriers to wearing a lifejacket

## Enjoyment

- Wearing a lifejacket puts a damper on things
- A lifejacket is uncomfortable to wear
- A lifejacket is too hot to wear
- Lifejackets smell bad
- I want to feel the sun on my skin / sun tan and I can't with a lifejacket
- I prefer to use a lifejacket as a cushion / to sit on / as a pillow

## Conviviality

- I don't want to be the odd one by wearing a lifejacket
- It's not cool to wear a lifejacket

## Belonging

- Family and friends are looking out for me, so I don't really need to wear a lifejacket
- My family / friends don't need to wear lifejackets because I can look out for them
- I don't need to set an example for others by wearing a lifejacket, particularly if there are no children around
- I tend to go along with what others on the boat are doing – if they wear one, I will too

## Security

- It is very unlikely that something serious is going to happen, so there's really no need to wear a lifejacket
- There's no real risk when you fall into the water, so wearing a lifejacket isn't really needed
- If something happens where I need a lifejacket, I can always put one on
- I only need to wear a lifejacket in riskier conditions (tippy boat, rough water, at high speeds)

## Control

- I've got good boating skills so I don't need to wear a lifejacket
- I'm a strong swimmer, so I don't need to wear a lifejacket
- The lifejackets that I would like are too expensive

## Recognition

- I'm better off without a lifejacket / I can swim better without one
- I don't know anyone who has ever drowned or almost drowned

## Power

- I don't want others to think I'm scared of water when I wear a lifejacket
- Wearing a lifejacket does not fit with the image I want to project
- I don't want others to think I can't swim

## Vitality

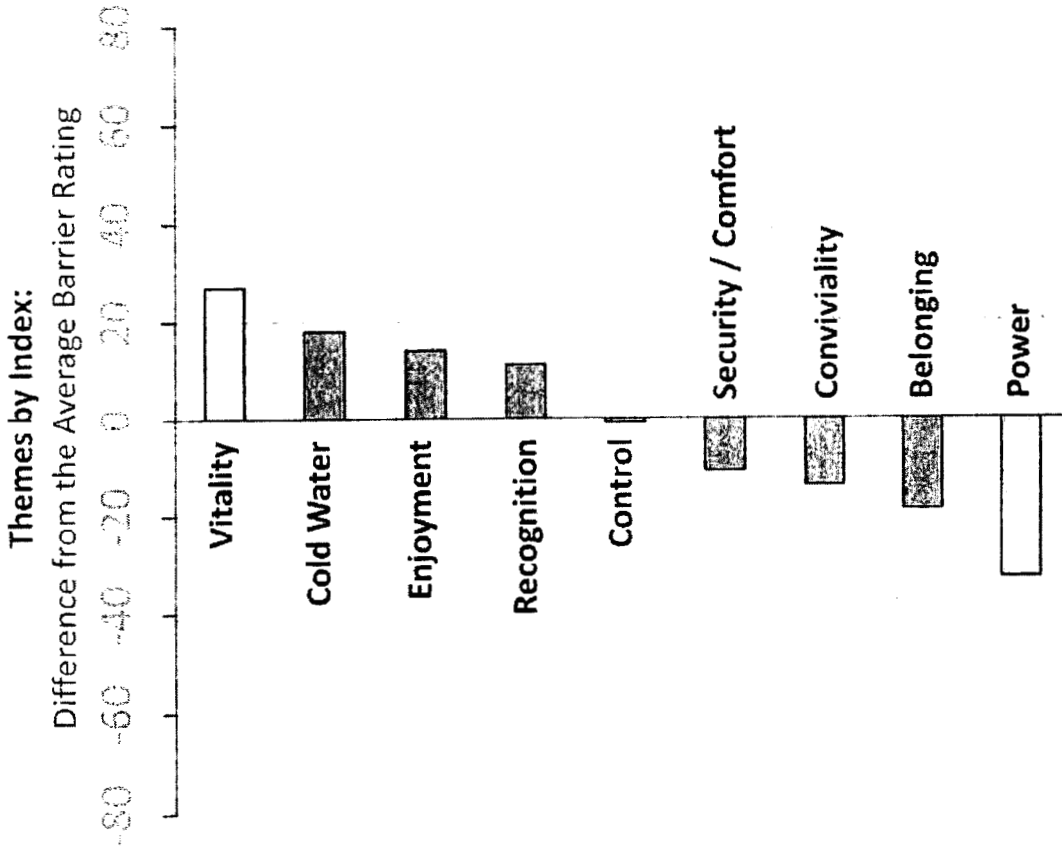
- Wearing a lifejacket interferes with my activity while boating
- I only need to wear a lifejacket when involved in sports (e.g. waterskiing, wakeboarding)

## Cold Water Barriers

- I don't think there is anything people can do to improve their chances of surviving immersion in cold water
- I don't need to worry about cold water immersion, as it is unlikely to happen to me
- I don't worry about the temperature of the water, as I don't boat during what I consider to be the cold water season
- I don't think a PFD or lifejacket will help if someone falls into cold water
- I feel that I am prepared in the event of cold water immersion

# Vitality and Enjoyment reasons resonate most with boaters regarding why they might not wear a lifejacket.

Barriers to wearing a lifejacket



These are the statements within themes that boaters found most applicable:

Theme & Statement	Index to Avg	Barrier Rank
<b>Vitality</b>		
Wearing a lifejacket <u>interferes with my activity</u> while boating	+34	7
I only need to wear a lifejacket when involved in <u>sports</u> (e.g. waterskiing, wakeboarding)	+29	8
<b>Cold Water</b>		
I feel that I <u>am prepared</u> in the event of cold water immersion	+113	1
I <u>don't worry about the temperature</u> of the water, as I don't boat during what I consider to be the cold water season	+53	4
I <u>don't think there is anything people can do to improve their chances</u> of surviving immersion in cold water	-24	20
I <u>don't think a PFD or lifejacket will help</u> if someone falls into cold water	-24	21
I <u>don't need to worry about cold water immersion</u> , as it is unlikely to happen to me	-25	22

Q301. Here are some statements that describe how people feel about wearing lifejackets while boating. Which one do you agree with the most and which one do you agree with the least? (Select one)

Over 120/Under 80 index compared to Average Barrier rating among Group A Lifejackets: Group A only (n=602)



# Overall Ranking of Motivations for wearing a Lifejacket

Based on MaxDiff Scores / 10

Motivations for wearing a lifejacket

9.3	I know that wearing a lifejacket is the smart thing to do
9.1	I wear a lifejacket to be safe
9.1	If you pick the right lifejacket, you can be comfortable and safer at the same time
8.2	I wear a lifejacket to ensure I will be there for my family when they need me
7.8	I want to set a good example for others by wearing a lifejacket
7.7	I make a point of being prepared for the possibility of falling into cold water, by wearing a lifejacket
7.6	Wearing a lifejacket shows I'm strong enough to do the right thing
7.1	Wearing a lifejacket lets me focus on having good times with others
7.1	If I wear a lifejacket, I can be more confident that nothing will go wrong
7.1	If someone close to me drowned because he/she was not wearing a lifejacket, boating would never be the same for me
6.8	Wearing a lifejacket lets me relax
6.3	A lifejacket gives me better control
6.3	I feel that those who are close to me want me to wear a lifejacket
4.9	Others will look up to me for wearing a lifejacket
3.7	When I wear a lifejacket, I don't need to worry about anything
3.0	Wearing a lifejacket lets me push my limits
2.8	I feel I can take more chances when I wear a lifejacket

Top 10 compete within 2.2 pts

Motivation  
Cold Water Motivation

Q301. Here are some statements that describe how people feel about wearing lifejackets while boating. Which one do you agree with the most and which one do you agree with the least? (Select one)

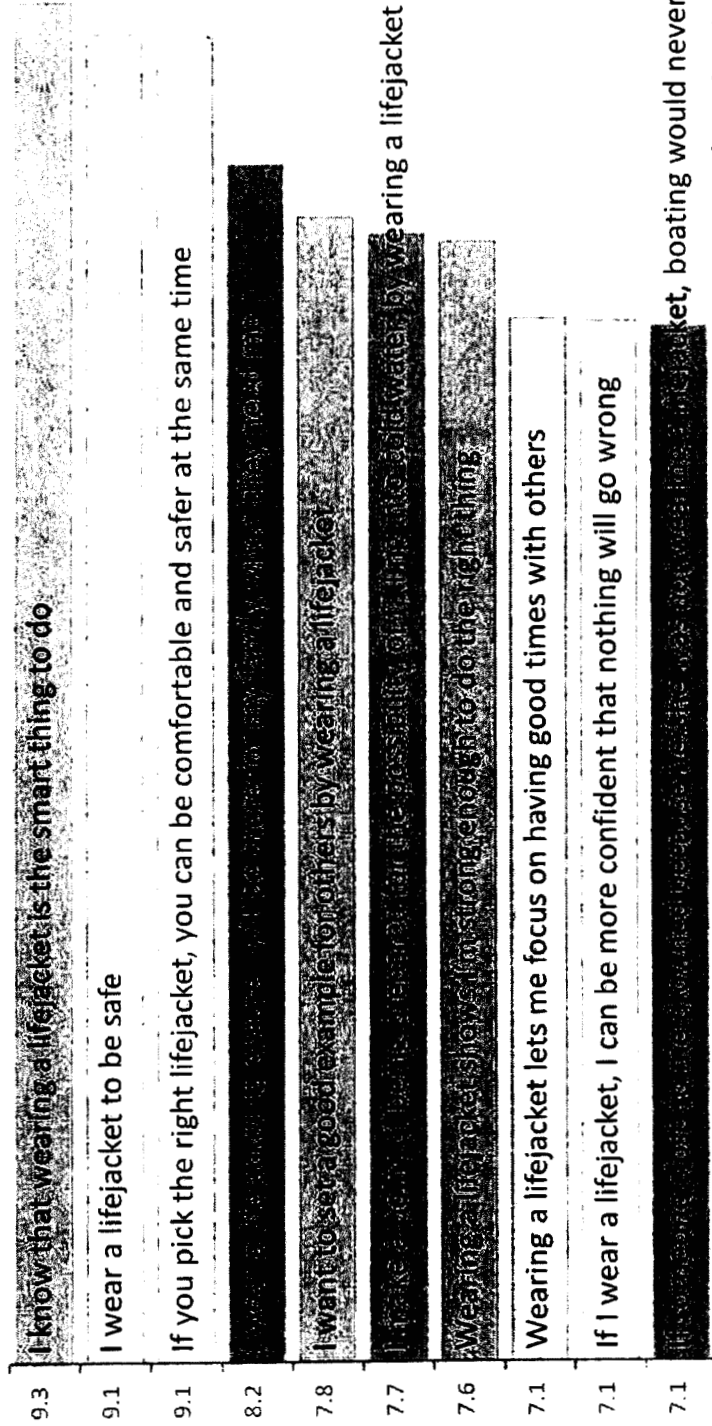
Lifejackets: Group A only (n=602)

# There are several 'reasons why to wear a lifejacket' themes evident in the top 10 motivators.

Motivations for wearing a lifejacket

Based on MaxDiff Scores / 10

## "Top 10" motivators that resonate most with boaters



Wearing a lifejacket, boating would never be the same for me

### 'Motivating reasons' themes

- Right thing to do
- Safety net/security
- Avoid emotional pain
- Cold Water motivation

Q301. Here are some statements that describe how people feel about wearing lifejackets while boating. Which one do you agree with the most and which one do you agree with the least? (Select one)

Lifejackets: Group A only (n=602)



## Each of the Lifejacket Motivations belongs to an emotional theme.

Motivations for wearing a lifejacket

### Enjoyment

When I wear a lifejacket, I don't need to worry about anything

### Conviviality

Wearing a lifejacket lets me focus on having good times with others

### Belonging

I feel that those who are close to me want me to wear a lifejacket

I wear a lifejacket to ensure I will be there for my family when they need me

I want to set a good example for others by wearing a lifejacket  
If someone close to me drowned because he/she was not wearing a lifejacket, boating would never be the same for me

### Security/Comfort

Wearing a lifejacket lets me relax  
I wear a lifejacket to be safe

### Control

If I wear a lifejacket, I can be more confident that nothing will go wrong  
A lifejacket gives me better control

### Recognition

I know that wearing a lifejacket is the smart thing to do  
If you pick the right lifejacket, you can be comfortable and safer at the same time

### Power

Others will look up to me for wearing a lifejacket

Wearing a lifejacket shows I'm strong enough to do the right thing

### Vitality

Wearing a lifejacket lets me push my limits

I feel I can take more chances when I wear a lifejacket

### Cold Water Motivations

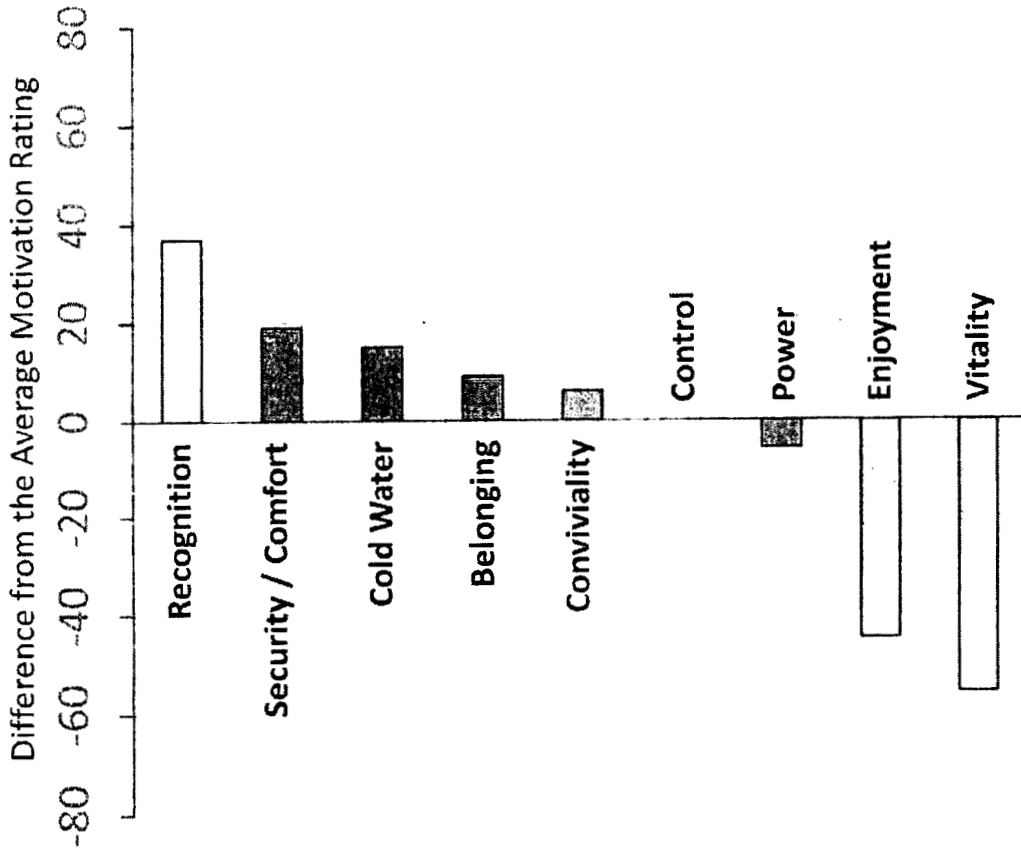
I make a point of being prepared for the possibility of falling into cold water, by wearing a lifejacket



# Recognition and Security rise to the top as the motivational themes that resonate most with boaters.

Motivations for wearing a lifejacket

Themes by Index:



These are the statements within themes that boaters found most applicable:

Theme & Statement	Index to Avg	Motiv. Rank
<b>Recognition</b>	<b>+45</b>	
I know that wearing a lifejacket is the <b>smart thing to do</b>	+47	1
If you pick the right lifejacket, you <b>can be comfortable and safer</b> at the same time	+44	3
<b>Security/Comfort</b>	<b>+26</b>	
I wear a lifejacket to be <b>safe</b>	+44	2
Wearing a lifejacket <b>lets me relax</b>	+8	11

Q301. Here are some statements that describe how people feel about wearing lifejackets while boating. Which one do you agree with the most and which one do you agree with the least? (Select one)

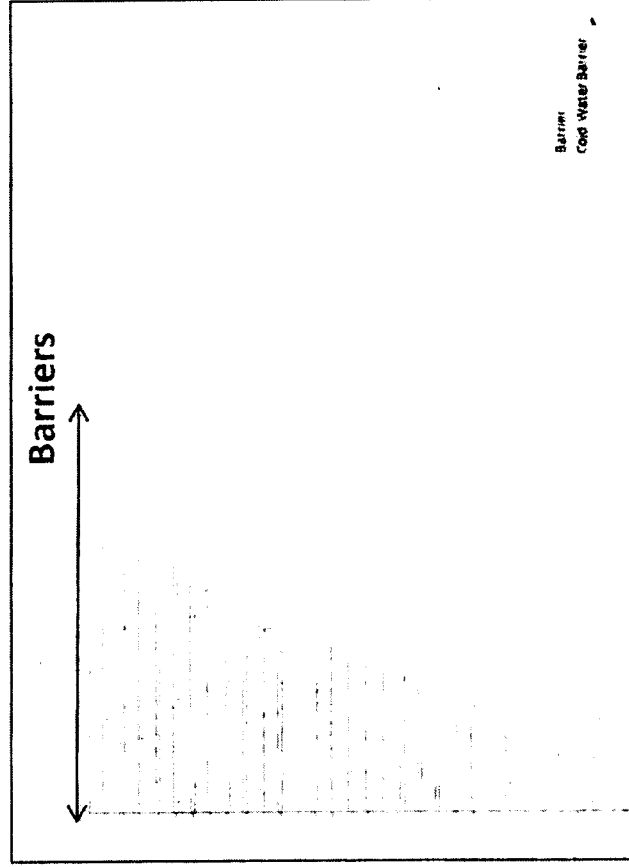
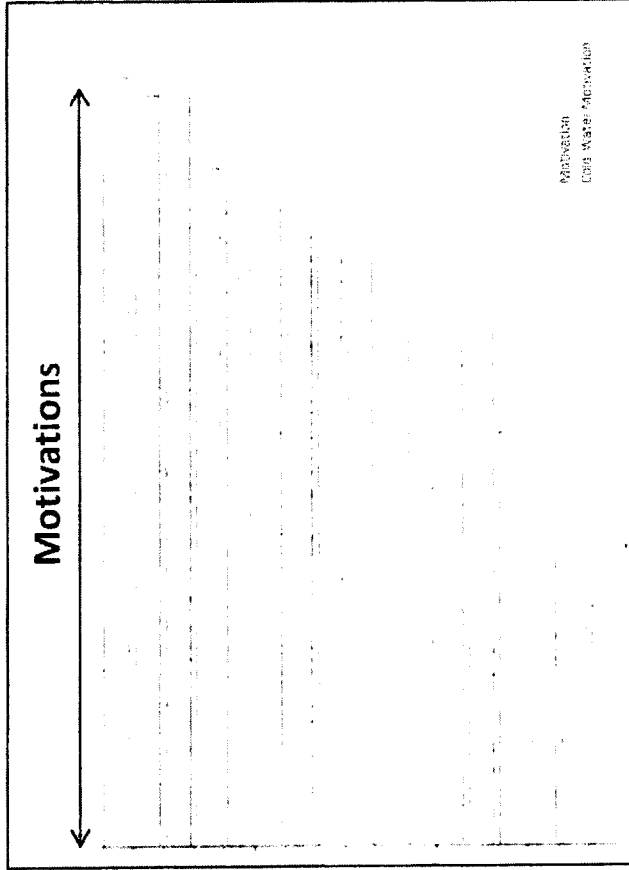
Over 120 /Under 80 index compared to Average Motivation rating among Group A Lifejackets: Group A only (n=602)



**There is stronger agreement among boaters as to what the 'top motivators' are, than what the 'top barriers' are.**

Wearing a lifejacket

Overall, motivational statements received more 'agreement' among boaters compared to the barrier statements. This implies that **motivators may have more influence in changing boater behaviour**, than top barriers.



*There is a range of index scores of 7.1 to 9.3 for top motivators vs. index scores of 2.3 to 4.4 for top barriers.*

Q301. Here are some statements that describe how people feel about wearing lifejackets while boating. Which one do you agree with the most and which one do you agree with the least? (Select one )

Lifejackets: Group A only (n=602)



**The most convincing Communications Message speaks to a lifejacket buying you time if you fall out of your boat.**

Messages about wearing a lifejacket

**3 of 5 second-tier messages are about the benefits of lifejackets in cold water.**

All demographic breaks and boating sub-groups select the same top-ranked statement.

**Top Communications Messages (6 of 10) for wearing lifejackets**

Rank	Communications Messages	MD Score
1		8.8
2		8.1
3		7.9
4	<b>It is a lot harder and more dangerous to try to swim to shore without a lifejacket than you think, if you fall out of a boat or it capsizes/swamps. The distance is often further than you think; it is hard to swim with clothes on or in rough water; and as fatigue sets in your swimming effectiveness is reduced.</b>	7.9
5		7.8
6	<b>You may not be able to control the "shock effect" of unexpectedly falling into deep water, even on a warm or hot summer day. The surprise may cause you to gasp, inhale water and drown within 1 minute if you are not wearing a lifejacket.</b>	7.7

Little separation between the 5<sup>th</sup> tier messages -- all are highly convincing to boaters

Q302. Here are some statements about wearing lifejackets while boating. Which one do you feel convinces you the most to wear a lifejacket more often and which one applies the least? (Select one)

Lifejackets: Group A only (n=602)



The #1 message addresses 'Safety Net/Security' top motivators. And confronts 'Risk is low' perception barriers.

Messages about wearing a lifejacket

### Top Communications Messages for wearing lifejackets

Rank	Communications Messages	MD Score	Barriers	Motivators
1		8.8		
2		8.1		
3		7.9		
4	It is a lot harder and more dangerous to try to swim to shore without a lifejacket than you think, if you fall out of a boat or it capsizes/swamps. The distance is often further than you think; it is hard to swim with clothes on or in rough water; and as fatigue sets in your swimming effectiveness is reduced.	7.9		
5		7.8		
6	You may not be able to control the "shock effect" of unexpectedly falling into deep water, even on a warm or hot summer day. The surprise may cause you to gasp, inhale water and drown within 1 minute if you are not wearing a lifejacket.	7.7		

Q302. Here are some statements about wearing lifejackets while boating. Which one do you feel convinces you the most to wear a lifejacket more often and which one applies the least? (Select one)

Lifejackets: Group A only (n=602)



# The most effective Fact informs boaters via past drowning statistics about the possibly fatal consequences of not wearing a lifejacket.

Facts about wearing a lifejacket

All demographic breaks and boater subgroups choose the same fact as the most effective communications statement. More broadly, there is little difference across subgroups.

## Top Supporting Facts (6 of 9) for wearing lifejackets

Rank	Supporting Facts	MD Score
1		8.8
2	70% of boating fatality victims were with other people (ie. not alone), who were NOT able to rescue them.	8.1
3	In a controlled "test" of fishermen who fell out of their small powerboat, 1000 metres from shore, fully clothed, not wearing a lifejacket, and tried to swim to shore, 7 out of 10 did not make it.	7.9
4	... Careless / inattentive / distracted driving of a boat by "the other guy"; e.g. your boat has to suddenly swerve, or another powerboat or personal watercraft runs over/collides with your canoe/kayak, pedal boat or powerboat.	7.8
5	... Unknown or unexpected rocks, submerged/partially floating logs, tree stumps or other obstacles in the water that you do not see.	7.8
6	... Rough water, due to rapid changes in weather or unexpected effects of waves from other boats.	7.8

Little separation between the 5 2nd tier facts -- all are highly convincing to boaters

Q303. Here are some facts about wearing lifejackets while boating. Which one do you feel convinces you the most to wear a lifejacket more often and which one convinces you the least? (Select one)

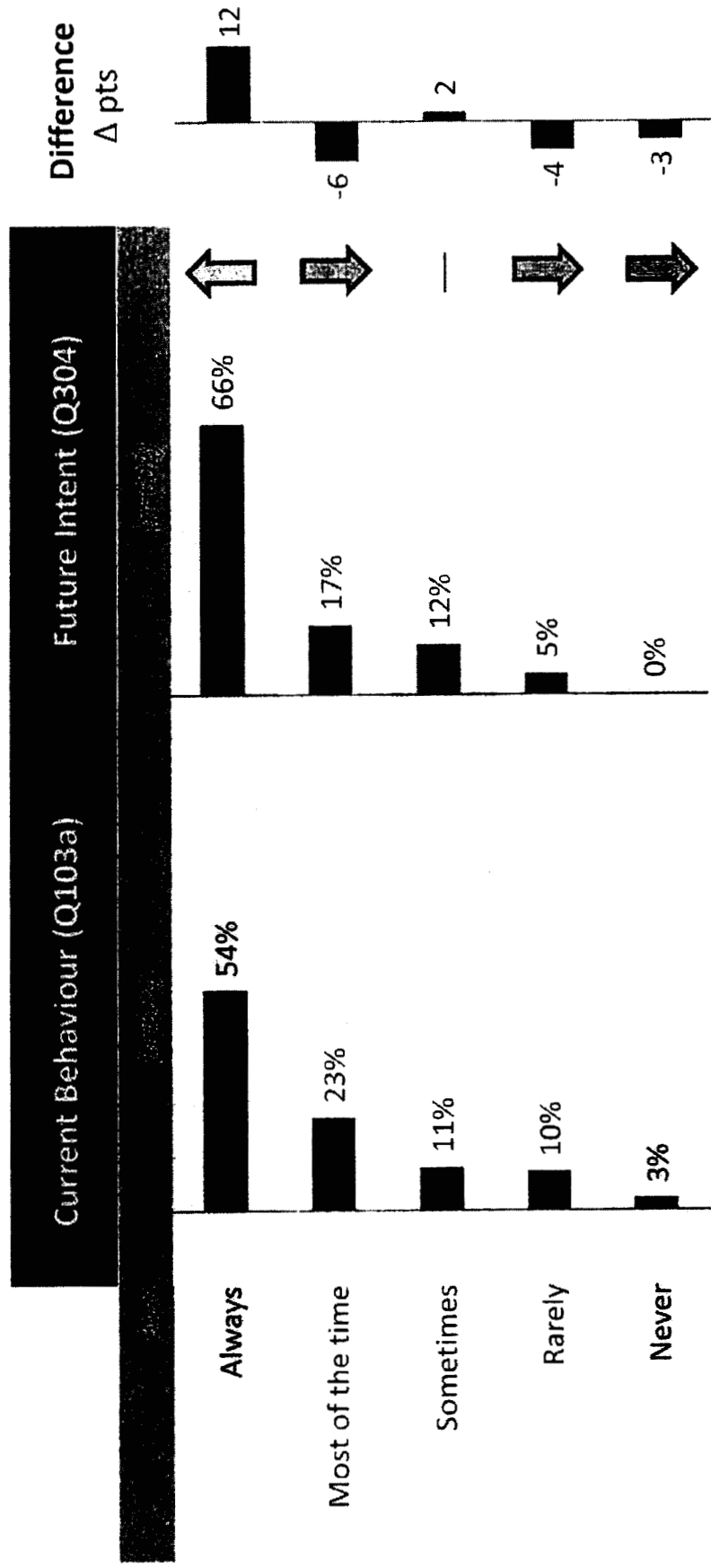
Lifejackets: Group A only (n=602)





Significantly more boaters are likely to say they would always wear a lifejacket after having seen the motivations, barriers, and communications statements.

### Current Behaviour & Future Intent to Wear a Lifejacket



Lifejackets: Group A only (n=602)

103a. Overall, how often do you wear a lifejacket when in a boat? (Select one)







304. How often do you think you will wear a lifejacket when in a boat in the future? (Select one)



**There is a broad-based positive impact of exposure to motivations, barriers and communications statements across all boater groups.**

Powerboat passengers also express a high level of intent to wear a lifejacket in the future as compared to overall national results (from 48% to 63%, a different of +15)

**Boating Subgroups: Current Behaviour & Future Intent to Wear a Lifejacket**

	Current Behaviour: "Always" wear a lifejacket	Future Intended Behaviour to "Always" wear a lifejacket	Difference Δ pts
<b>Total Group A</b>	<b>54%</b>	<b>66%</b>	<b>+12</b>
 (n=371)	59%	69%	+10
 (n=347)	52%	66%	+14
 (n=280)	42%	58%	+16
 (n=89)	47%	62%	+15
 (n=69)	52%	70%	+17
 (n=472)	56%	67%	+11

Statistically significant change

Over 120/Under 80 index compared to total Group A

103a. Overall, how often do you wear a lifejacket when in a boat? (Select one)

304. How often do you think you will wear a lifejacket when in a boat in the future? (Select one)



The strongest regional intent to improve lifejacket compliance is in BC, Ontario and Quebec.

Regions: Current Behaviour & Future Intent to Wear a Lifejacket

	Current Behaviour: "Always" wear a lifejacket	Future Intended Behaviour to "Always" wear a lifejacket	Difference Δ pts
<b>Total Group A</b>	<b>54%</b>	<b>66%</b>	<b>+12</b>
<b>BC (n=130)</b>	<b>51%</b>	<b>65%</b>	<b>+14</b>
<b>Prairies (n=87)</b>	<b>61%</b>	<b>68%</b>	<b>+7</b>
<b>Ontario (n=164)</b>	<b>46%</b>	<b>61%</b>	<b>+15</b>
<b>Quebec (n=149)</b>	<b>58%</b>	<b>70%</b>	<b>+11</b>
<b>Atlantic (n=76)</b>	<b>59%</b>	<b>67%</b>	<b>+8</b>
<b>North (n=55)</b>	<b>47%</b>	<b>58%</b>	<b>+11</b>

Statistically significant change

Over 120/Under 80 index compared to total Group A

103a. Overall, how often do you wear a lifejacket when in a boat? (Select one)

304. How often do you think you will wear a lifejacket when in a boat in the future? (Select one)

**There is a broad-based positive impact on intent to 'always' wear lifejackets across demographic subgroups.** Boaters who are unable to swim are more apt to wear a lifejacket currently, and in the future.

**Key Subgroups: Top Box Current Behaviour & Future Intent to Wear a Lifejacket**

	Current Behaviour: "Always" wear a lifejacket	Future Intended Behaviour to "Always" wear a lifejacket	Difference Δ pts
<b>Total Group A</b>	<b>54%</b>	<b>66%</b>	<b>+12</b>
<b>Males</b>	55%	65%	+10
<b>Females</b>	53%	67%	+14
<b>Ages 18-34</b>	45%	58%	+13
<b>Ages 35-44</b>	56%	66%	+10
<b>Ages 45-54</b>	58%	73%	+15
<b>Ages 55-69</b>	59%	67%	+8
<b>Total Swimmers</b>	53%	65%	+12
<b>Weak Swimmers</b>	59%	72%	+13
<b>Strong Swimmer</b>	46%	56%	+11
<b>Unable to swim</b>	74%	87%	+13
<b>Parents (of children &lt;18)</b>	54%	65%	+12
<b>No Children</b>	53%	65%	+13

Statistically significant change

103a. Overall, how often do you wear a lifejacket when in a boat? (Select one )  
 304. How often do you think you will wear a lifejacket when in a boat in the future? (Select one) **Ipsos Reid MarketQuest** 50

Ipsos

# Exploring interest in lifejacket legislation

**Respondents were shown the following text and asked to indicate their level of agreement with proposed legislation:**

Every year, on average, over 100 Canadians drown while participating in boating, and about 80% of these drowning victims are not wearing a lifejacket or personal flotation device.

One possible solution that may help to prevent drowning deaths is the government could create legislation that would make it mandatory for all boaters to wear a lifejacket or personal flotation device at all times while underway on the water in a small boat, or at least for certain people or types of boats.

502. ... Here is a list of different types of small boats under six metres (20 feet) in length that legislation could apply to as well as different groups the legislation could apply to. Please indicate which of these you would favour, if any. (Select one per row)



**A strong majority of boaters support legislation for all of the identified boat types, with at least two thirds supporting legislation for all people on-board.**

Less than 10% of boaters are opposed to legislation.

### Overall Agreement with Legislation

In favour of some legislation	Total	All People On-Board	Just Minors (<18 years)	Just Children (<13 years)	At Least One Person On-Board	Not in Favour	Undecided
	86%	65%	10%	8%	3%	8%	7%
	85%	67%	9%	7%	3%	8%	6%
	85%	68%	9%	5%	3%	9%	6%
	85%	64%	10%	8%	3%	10%	6%
	89%	77%	5%	3%	4%	7%	5%







502. ... Here is a list of different types of small boats under six metres (20 feet) in length that legislation could apply to as well as different groups the legislation could apply to. Please indicate which of these you would favour, if any. (Select one per row)

Total respondents (n=1204)

**There is strong support for legislation among all boating activity groups, as well as parents (of children under 18).** Powerboat passengers index higher on 'not in favour of any legislation' for personal watercrafts (8%).

**Agreement with Legislation among Subgroups**

✓ Total in favour of some legislation  
 ✗ Not in favour of any legislation

							<b>Parents</b>						
	✓ ✗	✓ ✗	✓ ✗	✓ ✗	✓ ✗	✓ ✗	✓ ✗						
<b>87%</b>	7%	<b>87%</b>	7%	<b>82%</b>	10%	<b>84%</b>	9%	<b>85%</b>	7%	<b>86%</b>	8%	<b>87%</b>	6%
<b>87%</b>	8%	<b>86%</b>	7%	<b>82%</b>	10%	<b>83%</b>	10%	<b>85%</b>	7%	<b>86%</b>	8%	<b>85%</b>	7%
<b>87%</b>	8%	<b>85%</b>	8%	<b>82%</b>	10%	<b>80%</b>	11%	<b>83%</b>	10%	<b>85%</b>	9%	<b>84%</b>	9%
<b>86%</b>	9%	<b>85%</b>	9%	<b>82%</b>	11%	<b>80%</b>	11%	<b>82%</b>	9%	<b>85%</b>	9%	<b>85%</b>	9%
<b>90%</b>	5%	<b>88%</b>	6%	<b>87%</b>	8%	<b>82%</b>	9%	<b>87%</b>	6%	<b>89%</b>	6%	<b>88%</b>	6%
	(n=746)	(n=704)	(n=574)	(n=173)	(n=944)	(n=137)	(n=419)						

502. ... Here is a list of different types of small boats under six metres (20 feet) in length that legislation could apply to as well as different groups the legislation could apply to. Please indicate which of these you would favour, if any. (Select one per row)






Over 120 / Under 80 index compared to total boating population



**Just as many small craft boaters are in favour of legislation now as in 2003**  
**“Will It Float” poll.** There are more ‘undecided’ and slightly fewer opposed in 2014 than in 2003.

**Comparison of Agreement with Legislation among Small Craft Boaters**

Total in favour of some legislation  
 Not in favour of any legislation  
 Undecided

	2003			2014			Difference
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Δ pts
	87%	11%	3%	87%	7%	7%	-4
	88%	10%	2%	86%	7%	7%	-3
	89%	10%	1%	85%	8%	6%	-2
	86%	12%	2%	85%	9%	6%	-3
	89%	9%	2%	88%	6%	5%	-3

(n=390)

(n=944)

502. ... Here is a list of different types of small boats under six metres (20 feet) in length that legislation could apply to as well as different groups the legislation could apply to. Please indicate which of these you would favour, if any. (Select one per row)

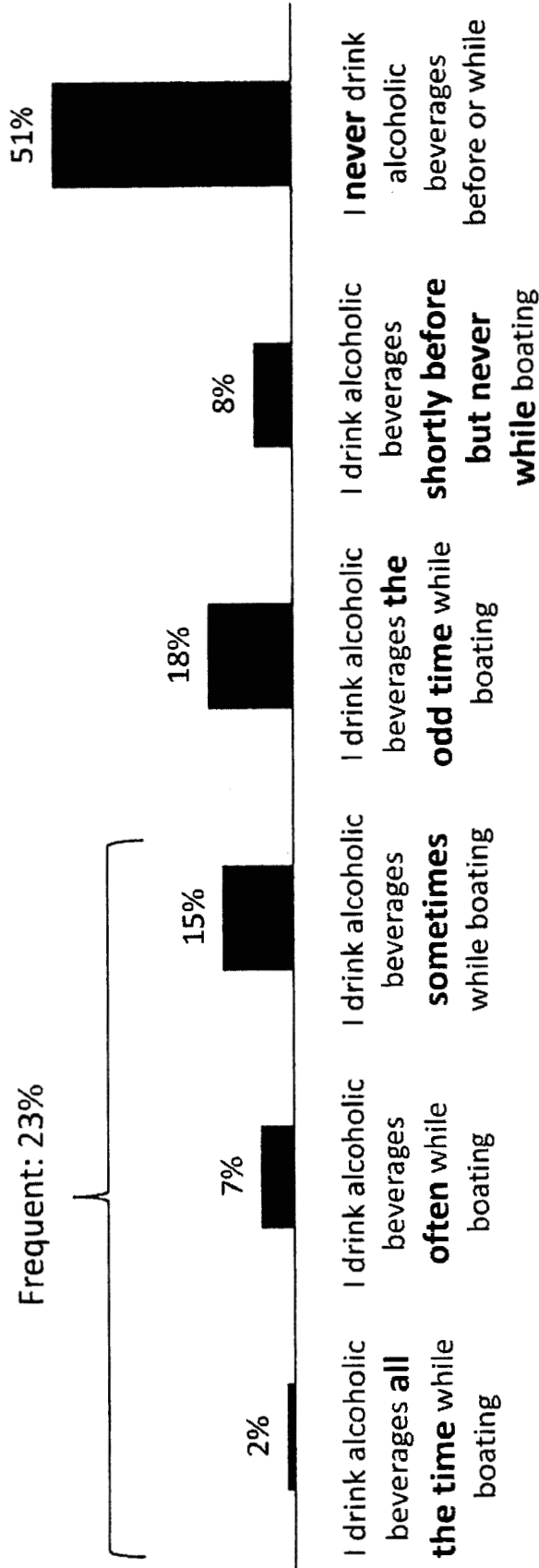
**Focus on:  
Drinking Alcoholic  
Beverages while  
Boating**



Half claim to 'never' drink alcoholic beverages while boating. One-quarter (23%) admit to drinking at least 'sometimes'.



### Overall Frequency of Drinking Alcohol while Boating



103b. Overall, which of the following applies to you personally when you are in a boat? (Select one)

Total respondents (n=1204)



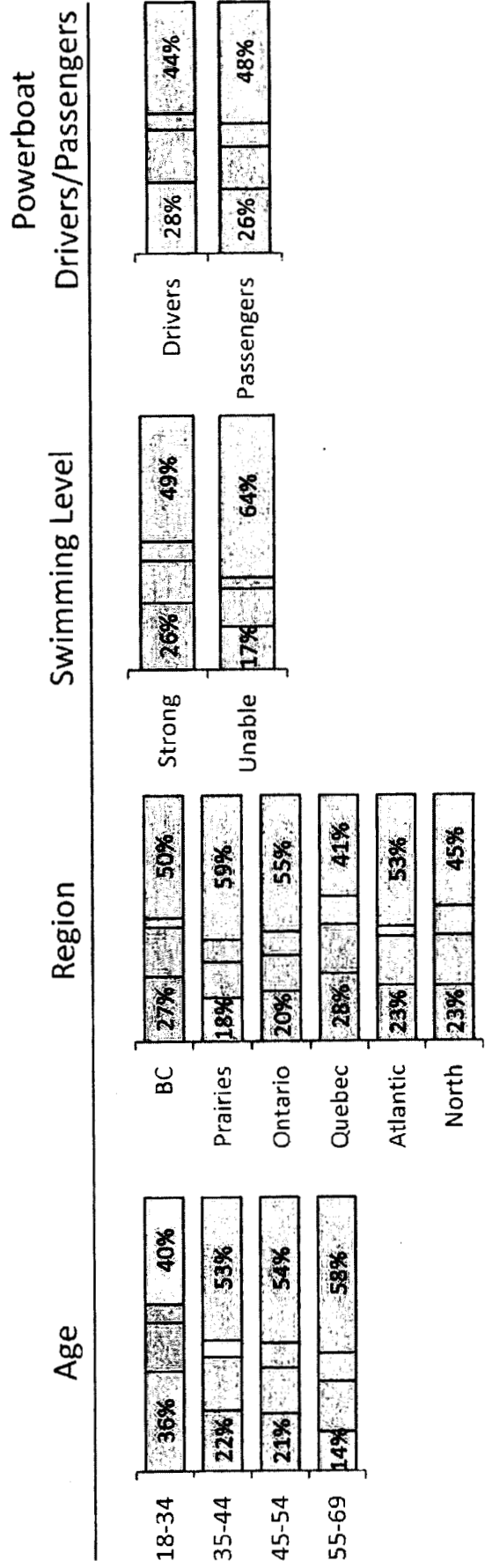
**Powerboat drivers and younger boaters admit to drinking alcohol more often while boating; those unable to swim appear cautious and are more likely to 'never' drink.**

### Overall Frequency of Drinking Alcohol while Boating



- Frequently (At least sometimes)
- The odd time
- Shortly before, never during
- Never

### Notable Differences in Frequency of Drinking Alcohol while Boating



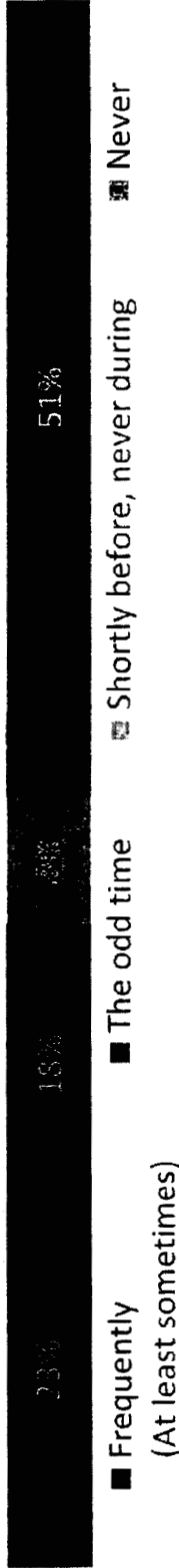
Over 120/Under 80 index compared to total boating population

103b. Overall, which of the following applies to you personally when you are in a boat? (Select one)

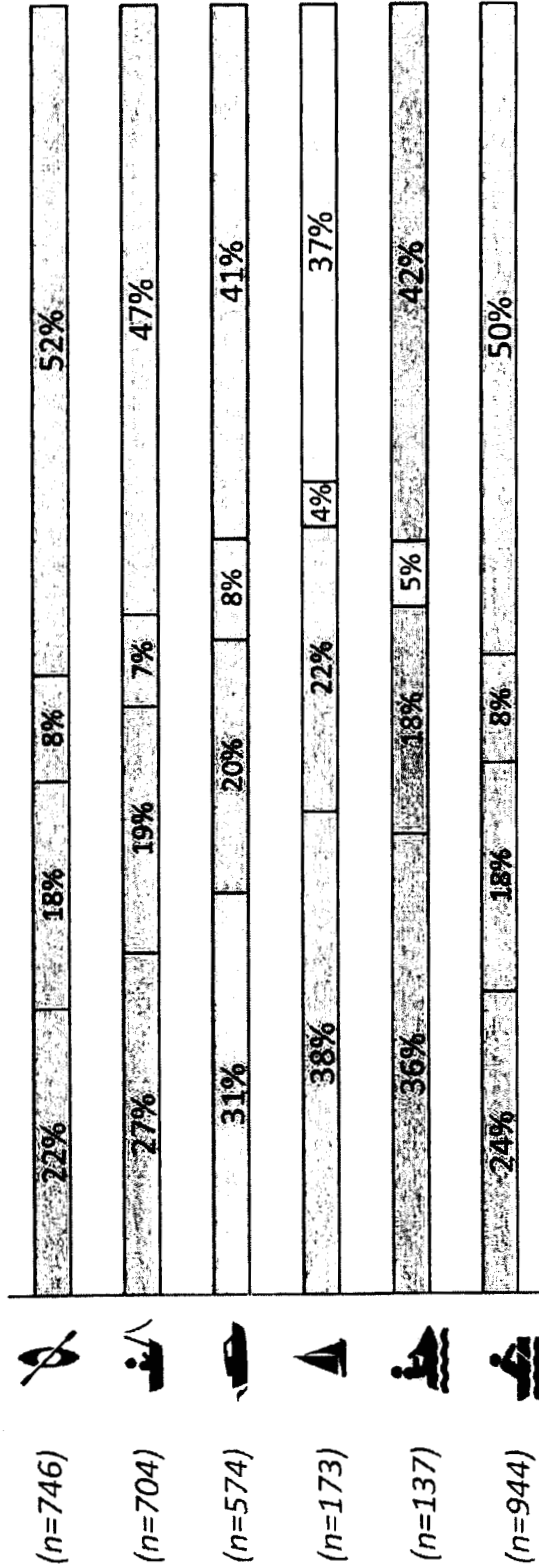


**Sailors, PWC riders and pleasure powerboaters consume alcohol while boating more than fishers, paddlers or small craft boaters do.** However, even among paddlers, one-quarter (22%) drink alcoholic beverages at least sometimes.

### Overall Frequency of Drinking Alcohol while Boating



### Frequency of Drinking Alcohol while Boating among Sub-Groups



Frequently   
  The odd time   
  Shortly before, never during   
  Never  
 /    Over 120/Under 80 index compared to total boating population

103b. Overall, which of the following applies to you personally when you are in a boat?  
(Select one)



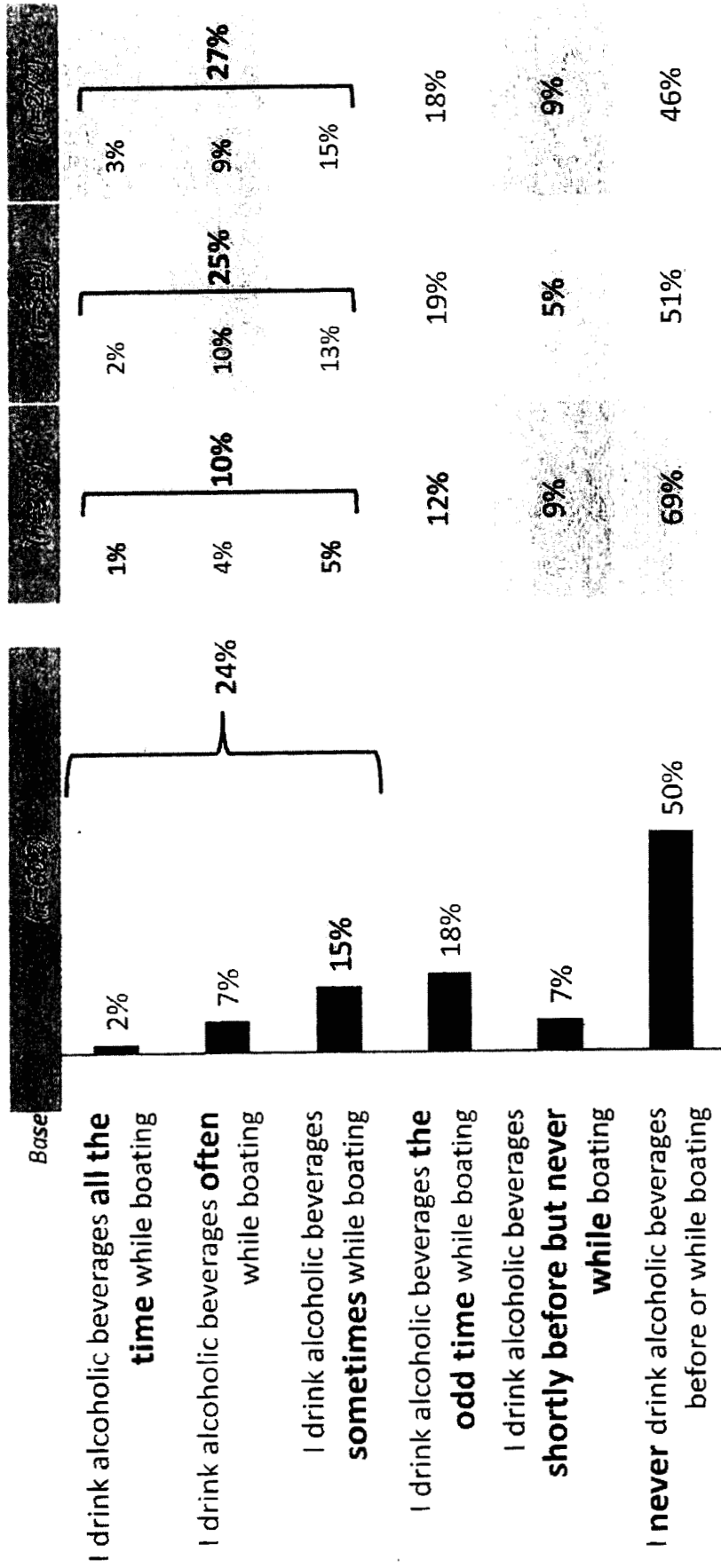
Ipsos

One-quarter of fishers and pleasure powerboaters say they drink alcoholic beverages at least 'sometimes' while fishing/pleasure powerboating respectively. 10% of paddlers say they at least sometimes drink alcohol.

### Frequency of Drinking Alcohol while...



Overall (Q103b)



104b. Which of the following applies to you personally when you are canoeing or kayaking? (Select one)

105b. Which of the following applies to you personally when you are fishing from a boat? (Select one)

106b. Which of the following applies to you personally when you are pleasure boating in a powerboat under 6 meters in length for reasons other than fishing? (Select one)

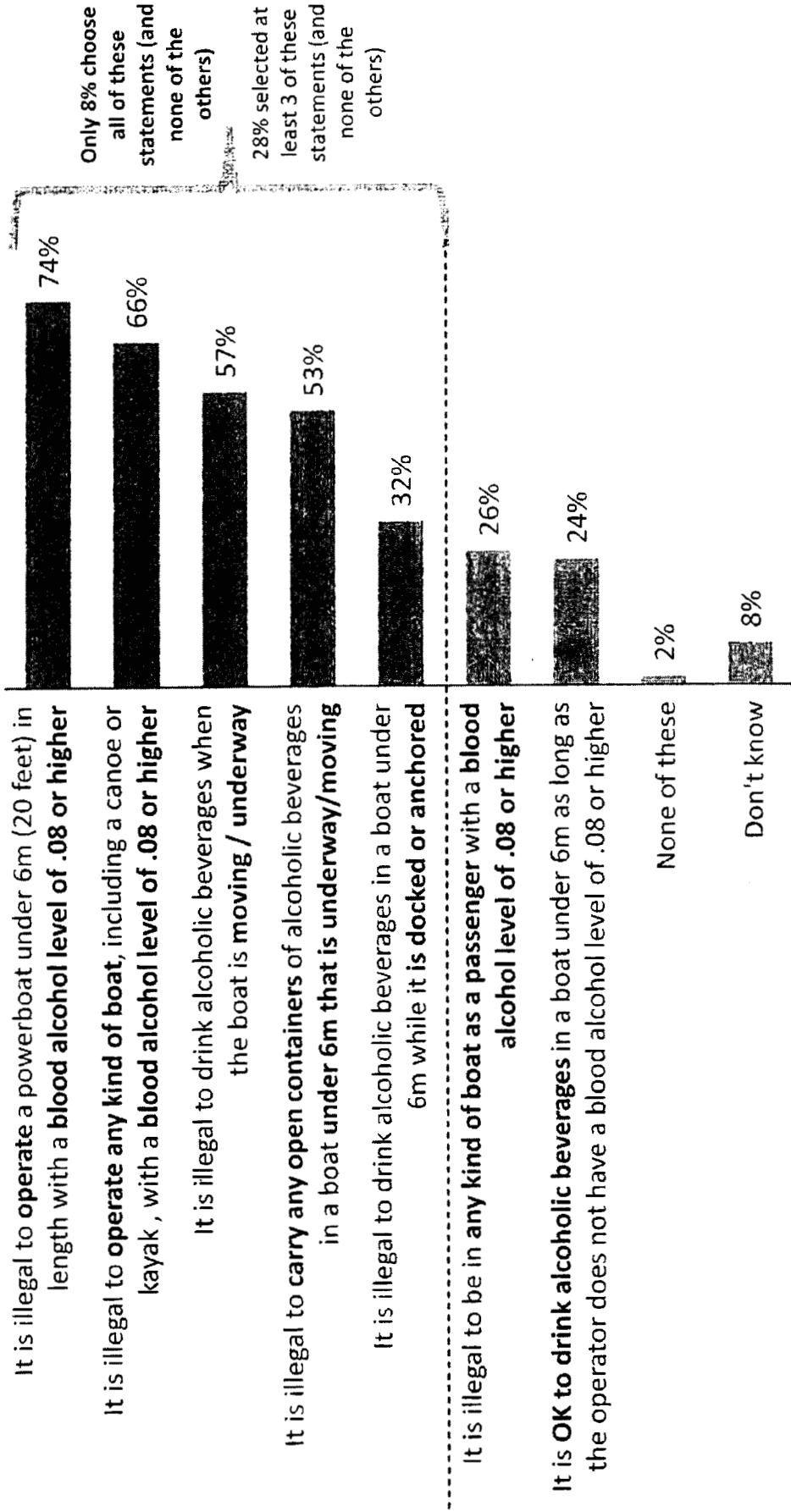
Over 120/Under 80 index compared to total Group B

Alcohol: Group B only (n=602)



**There is plenty of room for improvement in educating boaters about the laws surrounding alcohol consumption while boating.**

### Awareness of Laws regarding Drinking Alcohol while Boating



Total respondents (n=1204)

203. Here are some statements about the laws regarding drinking alcoholic beverages while boating. Which ones do you think are correct? (Select all)



More boaters in the Prairies and Ontario understand it is illegal to carry open alcohol in a boat under 6m, and illegal to drink in a boat under 6m while docked/anchored; responses of Quebec boaters reflect less restrictive Quebec laws.

**Regional: Awareness of Laws regarding Drinking Alcohol while Boating**

	BC	Prairies	Ontario	Quebec	Atlantic	North
	<b>260</b>	<b>164</b>	<b>329</b>	<b>298</b>	<b>150</b>	<b>102</b>
It is illegal to operate a powerboat under 6m (20 feet) in length with a blood alcohol level of .08 or higher	71%	80%	77%	73%	69%	84%
It is illegal to operate any kind of boat, including a canoe or kayak, with a blood alcohol level of .08 or higher	61%	72%	69%	65%	65%	66%
It is illegal to drink alcoholic beverages when the boat is moving / underway	51%	64%	66%	49%	53%	65%
It is illegal to carry any open containers of alcoholic beverages in a boat under 6m that is underway/moving	25%	42%	38%	24%	31%	32%
It is illegal to drink alcoholic beverages in a boat under 6m while it is docked or anchored	49%	66%	66%	36%	50%	60%
It is illegal to be in any kind of boat as a passenger with a blood alcohol level of .08 or higher	25%	30%	24%	24%	31%	30%
It is OK to drink alcoholic beverages in a boat under 6m as long as the operator does not have a blood alcohol level of .08 or higher	22%	18%	23%	32%	24%	28%
None of these	2%	-	2%	2%	3%	2%
Don't know	11%	8%	6%	7%	8%	7%

/ Over 120/Under 80 index compared to total boating population

203. Here are some statements about the laws regarding drinking alcoholic beverages while boating. Which ones do you think are correct? (Select all)



PWC riders are more likely to think it's ok to drink alcohol on board, as long as under 'legal limit'. Paddlers more likely than other boater groups to admit to not knowing.

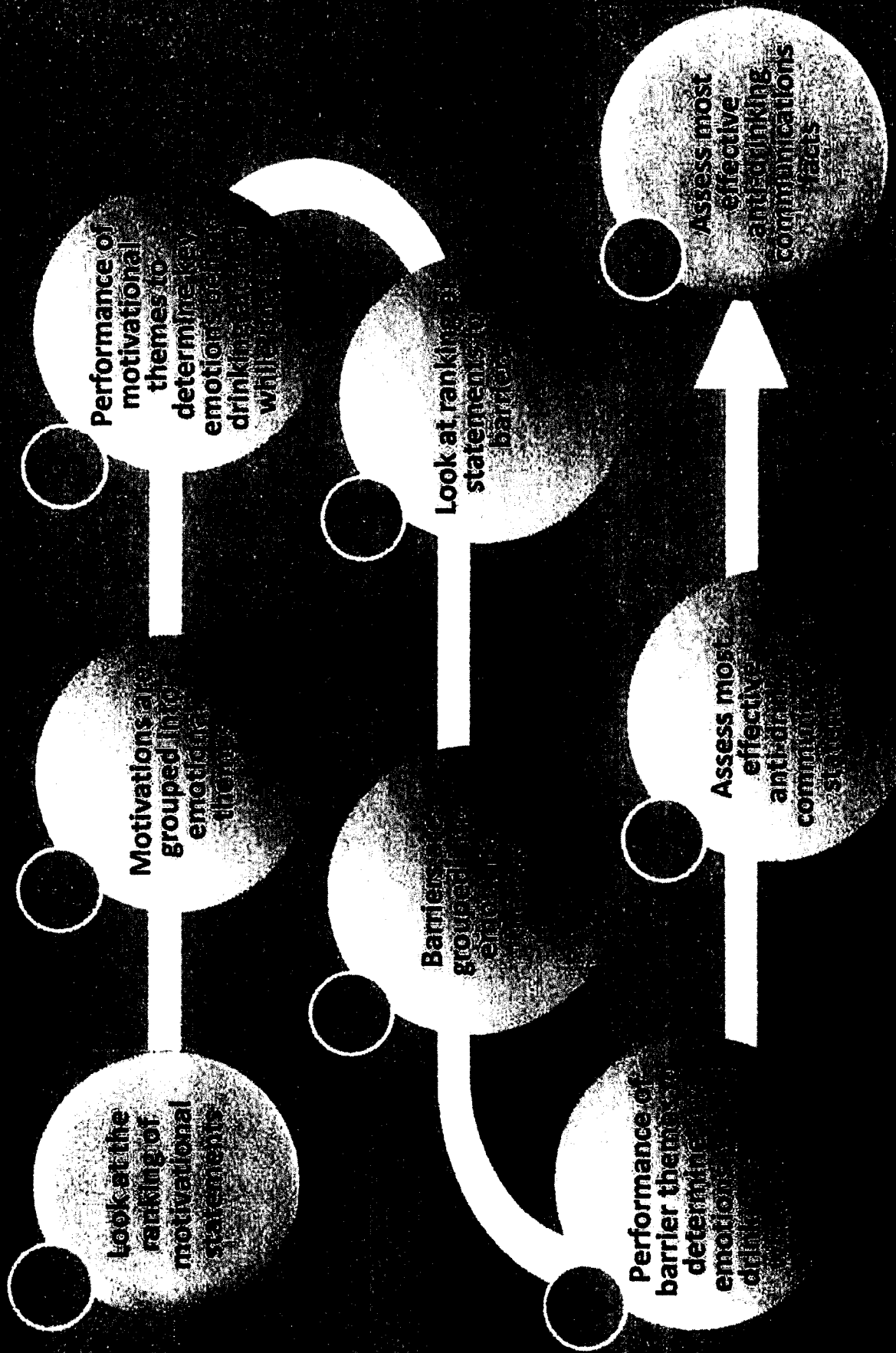
### Boating Subgroups: Awareness of Laws regarding Drinking Alcohol while Boating



	Base (n=746)	(n=704)	(n=574)	(n=173)	(n=137)	(n=944)
It is illegal to operate a powerboat under 6m (20 feet) in length with a blood alcohol level of .08 or higher	72%	75%	78%	68%	75%	74%
It is illegal to operate any kind of boat, including a canoe or kayak, with a blood alcohol level of .08 or higher	64%	68%	67%	59%	66%	66%
It is illegal to drink alcoholic beverages when the boat is moving / underway	53%	58%	56%	43%	50%	56%
It is illegal to carry any open containers of alcoholic beverages in a boat under 6m that is underway/moving	30%	34%	31%	25%	35%	31%
It is illegal to drink alcoholic beverages in a boat under 6m while it is docked or anchored	51%	53%	54%	45%	50%	53%
It is illegal to be in any kind of boat as a passenger with a blood alcohol level of .08 or higher	26%	29%	25%	28%	27%	25%
It is OK to drink alcoholic beverages in a boat under 6m as long as the operator does not have a blood alcohol level of .08 or higher	23%	27%	27%	27%	38%	24%
None of these	2%	2%	1%	1%	2%	1%
Don't know	10%	7%	6%	9%	5%	8%

Over 120/Under 80 index compared to total boating population

203. Here are some statements about the laws regarding drinking alcoholic beverages while boating. Which ones do you think are correct? (Select all)



# Overall Ranking of Barriers to prevention of Drinking Alcohol while boating

Based on MaxDiff Scores / 10

Barriers to prevent drinking and operating a boat

Ipsos

Top 1 is most discriminating

- |     |   |
|-----|---|
| 4.7 | I don't know anyone who has died or had a close call due to drinking and boating  |
| 2.6 | It is perfectly fine to drink in a boat as long as the operator doesn't have too much to drink  |
| 2.4 | Having a drink while boating is part of having a good time  |
| 2.3 | It's legal to drink while operating a boat  |
| 2.3 | It is easy to get away with drinking alcoholic beverages and operating a boat because erratic driving isn't as obvious as on the road |
| 2.1 | It is not dangerous to drink in a boat when you are just drifting or floating around without the motor on.                            |
| 2.1 | The risk of a collision in a boat is very low, even if you have been drinking   |
| 2.0 | You can see what's coming when you are in a boat and can avoid problems, even if you've been drinking alcoholic beverages             |
| 2.0 | I don't want to worry about the rules when I'm out in a boat having a good time   |
| 1.9 | I don't worry about drinking and operating a boat because the risk of getting caught is very low                                      |
| 1.9 | Drinking while boating is part of how I connect with friends  |
| 1.9 | Just a few drinks will have no impact on my ability to operate a boat   |
| 1.9 | Serving alcoholic beverages while boating is how I show others a good time  |
| 1.9 | It's normal / acceptable to drink while boating   |
| 1.8 | Operating a boat doesn't require as much attention as driving a car   |
| 1.7 | The worst that will happen if you are stopped for drinking and operating a boat is that you will get a warning                        |
| 1.7 | It is more exciting to drive or ride in a boat after a drink or two   |
| 1.7 | Providing alcohol to others while boating is part of how I show I care for them   |
| 1.5 | It's my boat and I'll drink alcoholic beverages if I want to  |

Q401. Here are some statements that describe how people feel about drinking alcoholic beverages while operating a boat. Which one do you agree with the most and which one do you agree with the least? (Select one)

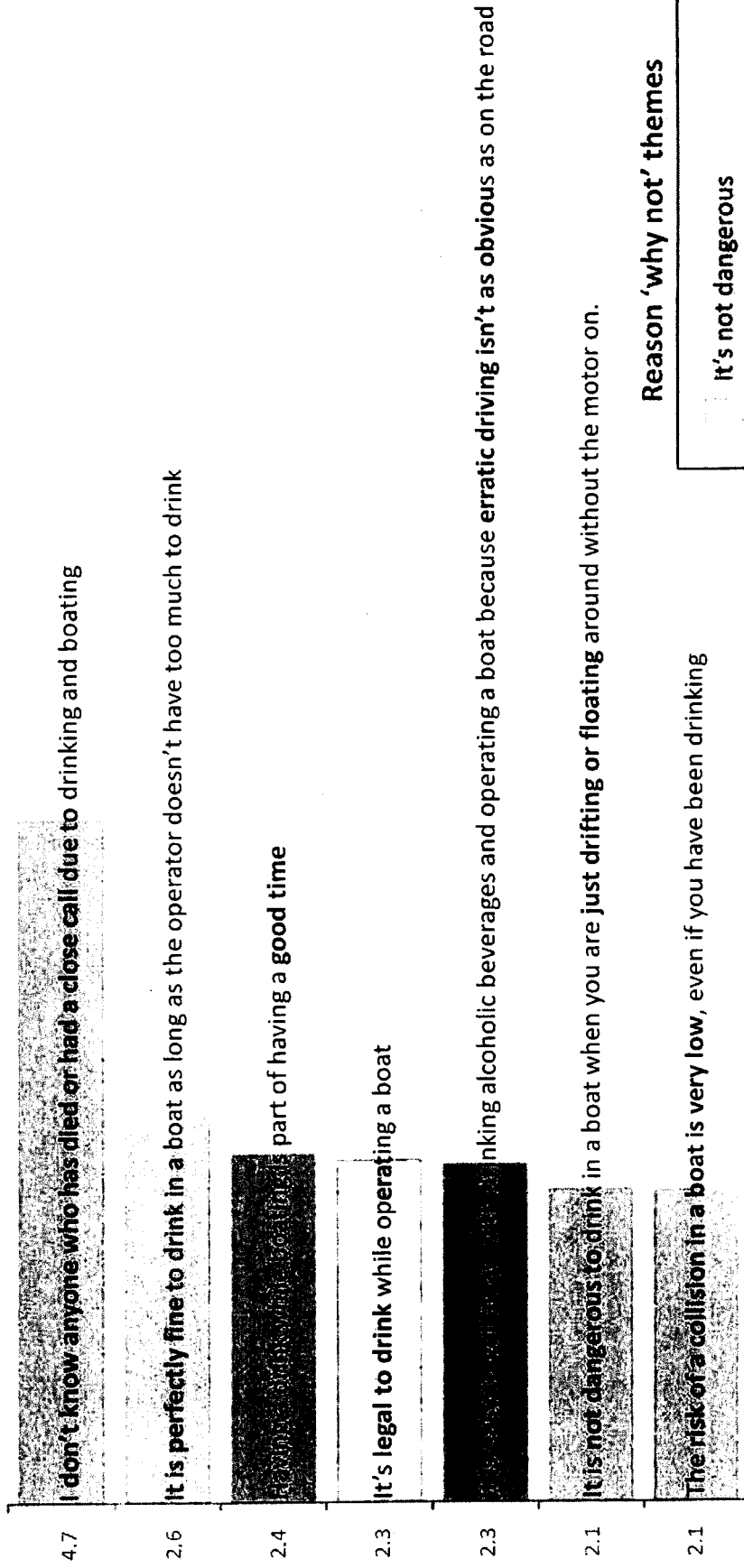
Alcohol: Group B only (n=602)

# The #1 top barrier, and several others, relate to the broader perception that 'drinking and boating' is not dangerous.

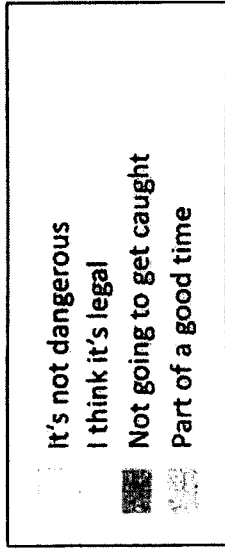
Based on MaxDiff Scores / 10

Barriers to prevent drinking and operating a boat

## Top 7 Barriers



### Reason 'why not' themes



Q401. Here are some statements that describe how people feel about drinking alcoholic beverages while operating a boat. Which one do you agree with the most and which one do you agree with the least? (Select one)

Alcohol: Group B only (n=602)

# Each of the Barriers to prevention of Drinking Alcohol while Boating belongs to an emotional theme.

Barriers to prevent drinking and operating a boat



## Enjoyment

Having a drink while boating is part of having a good time  
I don't want to worry about the rules when I'm out in a boat having a good time

## Conviviality

Drinking while boating is part of how I connect with friends  
It's normal / acceptable to drink while boating

## Belonging

Providing alcohol to others while boating is part of how I show I care for them

## Security

I don't worry about drinking and operating a boat because the risk of getting caught is very low  
The worst that will happen if you are stopped for drinking and operating a boat is that you will get a warning  
It is not dangerous to drink in a boat when you are just drifting or floating around without the motor on.

## Recognition

It's legal to drink while operating a boat  
It is perfectly fine to drink in a boat as long as the operator doesn't have too much to drink  
I don't know anyone who has died or had a close call due to drinking and boating

## Control

You can see what's coming when you are in a boat and can avoid problems, even if you've been drinking alcoholic beverages  
The risk of a collision in a boat is very low, even if you have been drinking

Operating a boat doesn't require as much attention as driving a car  
Just a few drinks will have no impact on my ability to operate a boat  
It is easy to get away with drinking alcoholic beverages and operating a boat because erratic driving isn't as obvious as on the road

## Power

Serving alcoholic beverages while boating is how I show others a good time

It's my boat and I'll drink alcoholic beverages if I want to

## Vitality

It is more exciting to drive or ride in a boat after a drink or two

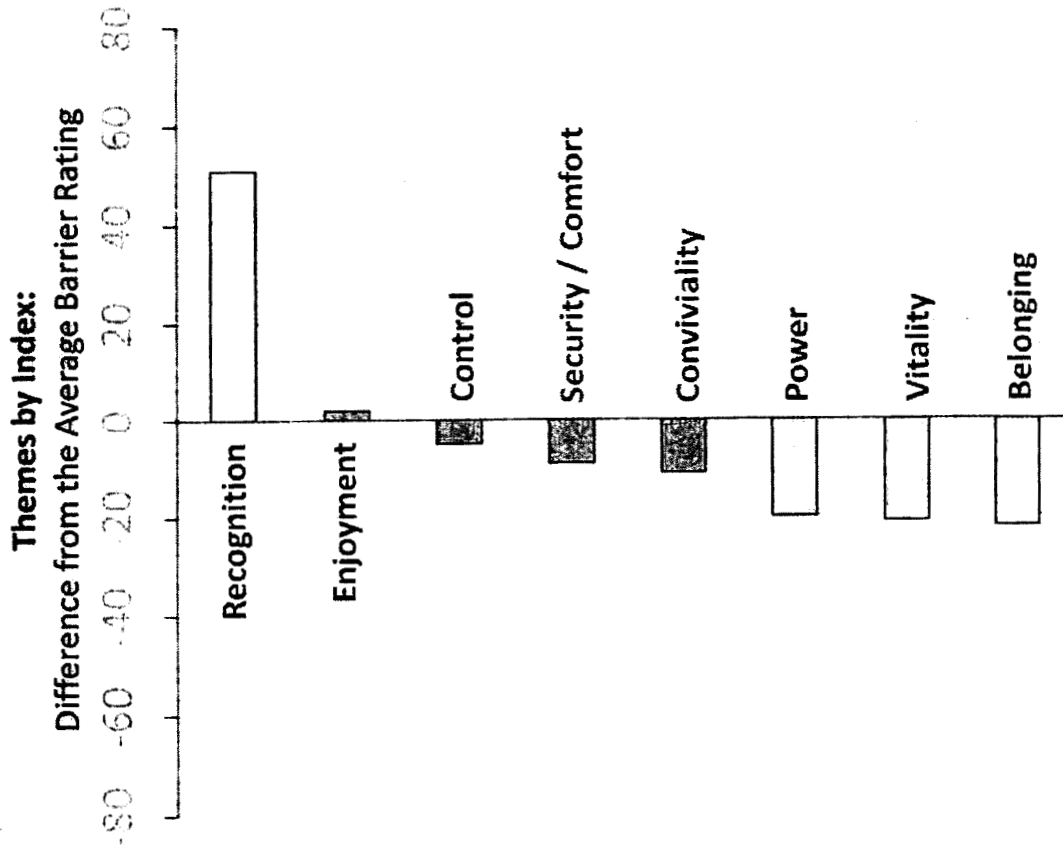
Q401. Here are some statements that describe how people feel about drinking alcoholic beverages while operating a boat. Which one do you agree with the most and which one do you agree with the least? (Select one)

Alcohol: Group B only (n=602)



# Recognition and Enjoyment most often influence boaters to drink alcohol while boating.

Barriers to prevent drinking and operating a boat



These are the statements within themes that boaters found most applicable:

Theme & Statement	Index to Avg	Barrier Rank
<b>Recognition</b> I <u>don't know anyone</u> who has <u>died</u> or <u>had a close call</u> due to drinking and boating	+51	1
It is perfectly fine to drink in a <u>boat</u> as <u>long as the operator doesn't have too much</u> to drink	+24	2
It's <u>legal to drink while operating</u> a boat	+10	4
<b>Enjoyment</b> Having a drink while boating is <u>part of having a good time</u>	+2	3
I <u>don't want to worry about the rules</u> when I'm out in a boat having a good time	-8	9

Over 120/Under 80 index compared to Average Barrier rating among Group B Alcohol: Group B only (n=602)

Q401. Here are some statements that describe how people feel about drinking alcoholic beverages while operating a boat. Which one do you agree with the most and which one do you agree with the least? (Select one)

## Overall Ranking of Motivations for not Drinking Alcohol while boating

Based on MaxDiff Scores / 10

Motivations to not drink and operate a boat

### Overall Ranking of Motivations for not Drinking Alcohol while boating

- |     |  |
|-----|--|
| 8.5 | Drinking and operating a boat puts those I care about at risk  |
| 8.4 | I am more likely to avoid problems if I don't drink and operate a boat   |
| 8.3 | Boating would never be the same for me if someone close to me died because I was drinking while operating a boat                       |
| 8.2 | I don't need to drink to have a good time; boating is a natural high   |
| 8.2 | I don't want the pain I would feel if I knew I killed someone because I was drinking while operating a boat                            |
| 7.8 | I want to set a good example for children by not drinking when operating a boat  |
| 7.6 | I want to set a good example for teenagers by not drinking when operating a boat   |
| 7.6 | I show others that I care about them by avoiding alcoholic beverages while boating   |
| 7.5 | Those who are 'in the know' always avoid alcoholic beverages while operating a boat  |
| 6.2 | I wouldn't drink while operating a boat if I knew that I could lose my automobile driver's license for impaired operation of a boat    |
| 6.2 | I always try to have a designated driver/'skipper' if we are drinking while boating  |
| 5.9 | Others will look up to me for avoiding alcoholic beverages while operating a boat  |
| 5.7 | I have more energy when I don't drink while boating  |
| 3.6 | I wouldn't drink while operating a boat if there was more enforcement of drinking & boating laws and a bigger chance of getting caught |

Top 9 compete

Q401. Here are some statements that describe how people feel about drinking alcoholic beverages while operating a boat. Which one do you agree with the most and which one do you agree with the least? (Select one)

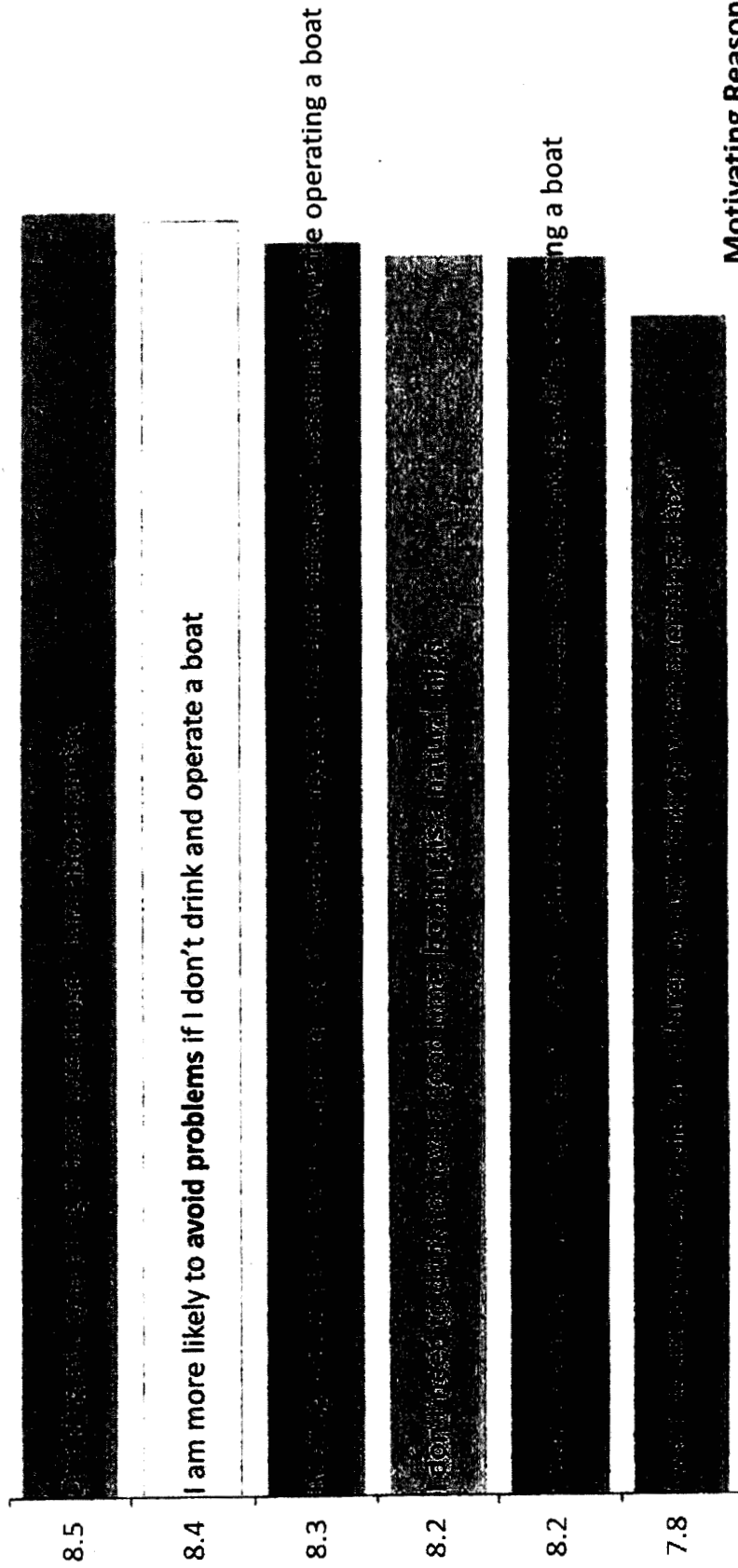
Alcohol: Group B only (n=602)

# Emotional pain / emotion connection with friends & family underpins several of the top motivations.

Motivations to not drink and operate a boat

Based on MaxDiff Scores / 10

## Top 6 Motivators



### Motivating Reasons

- Avoid emotional pain
- Safety net/Security/Control
- Have good time without it

Alcohol: Group B only (n=602)

Q401. Here are some statements that describe how people feel about drinking alcoholic beverages while operating a boat. Which one do you agree with the most and which one do you agree with the least? (Select one)





## Each of the Motivations to not Drink Alcohol while Boating belongs to an emotional theme.

Motivations to not drink and operate a boat

### Enjoyment

I don't need to drink to have a good time; boating is a natural high

### Conviviality

I don't want the pain I would feel if I knew I killed someone because I was drinking while operating a boat

Boating would never be the same for me if someone close to me died because I was drinking while operating a boat

### Belonging

I show others that I care about them by avoiding alcoholic beverages while boating

Drinking and operating a boat puts those I care about at risk

I want to set a good example for children by not drinking when operating a boat

I want to set a good example for teenagers by not drinking when operating a boat

### Security

I wouldn't drink while operating a boat if I knew that I could lose my automobile driver's license for impaired operation of a boat

I wouldn't drink while operating a boat if there was more

enforcement of drinking & boating laws and a bigger chance of getting caught.

### Control

I am more likely to avoid problems if I don't drink and operate a boat

### Recognition

Those who are 'in the know' always avoid alcoholic beverages while operating a boat

I always try to have a designated driver/'skipper' if we are drinking while boating

### Power

Others will look up to me for avoiding alcoholic beverages while operating a boat

### Vitality

I have more energy when I don't drink while boating

Q401. Here are some statements that describe how people feel about drinking alcoholic beverages while operating a boat. Which one do you agree with the most and which one do you agree with the least? (Select one)

Alcohol: Group B only (n=602)



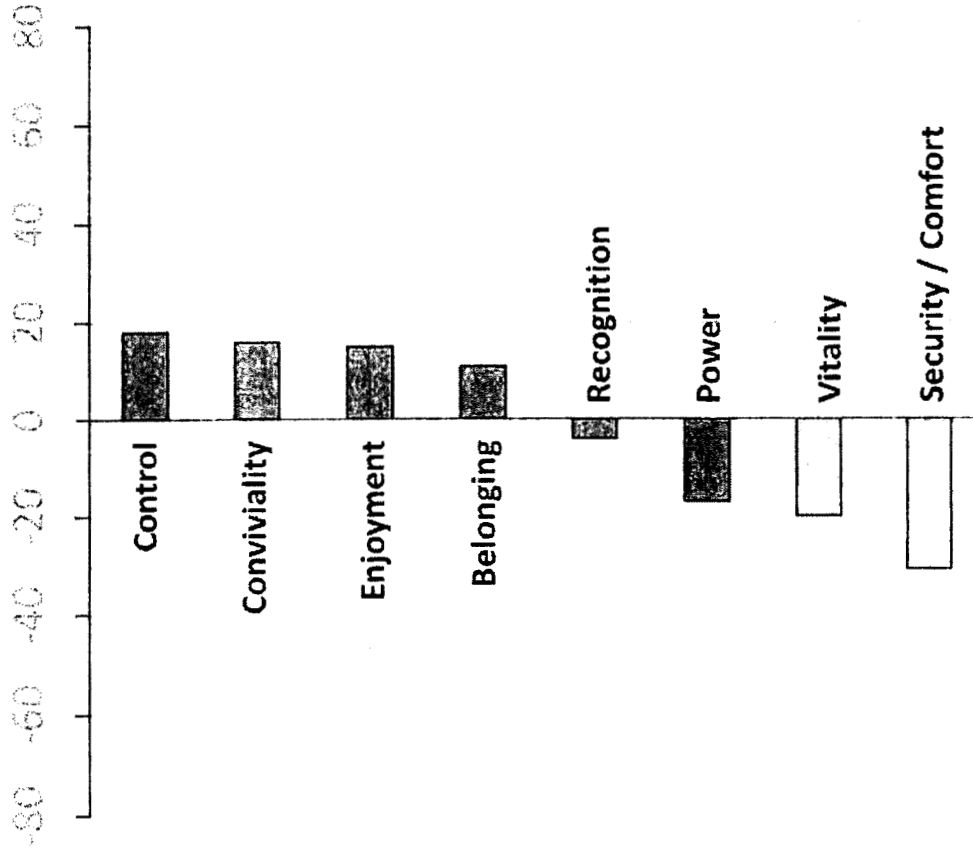
# Control and Conviviality motivations resonate best with boaters.

Top statement also takes family & 'those I care about' into account.

Motivations to not drink and operate a boat

Themes by Index:

Difference from the Average Motivation Rating



These are the statements within themes that boaters found most applicable:

Theme & Statement	Index to Avg	Barrier Rank
<b>Control</b> I am more likely to <u>avoid problems</u> if I don't drink and operate a boat	+18	2
<b>Conviviality</b> <u>Boating would never be the same</u> for me if someone close to me <u>died</u> because I was <u>drinking</u> while operating a boat	+16	3
I <u>don't want the pain</u> I would feel if I <u>knew I killed someone</u> because I was drinking while operating a boat	+15	5

The top-ranked statement, "Drinking and operating a boat puts those I care about at risk" (+19) is part of Belonging.

Security / Comfort

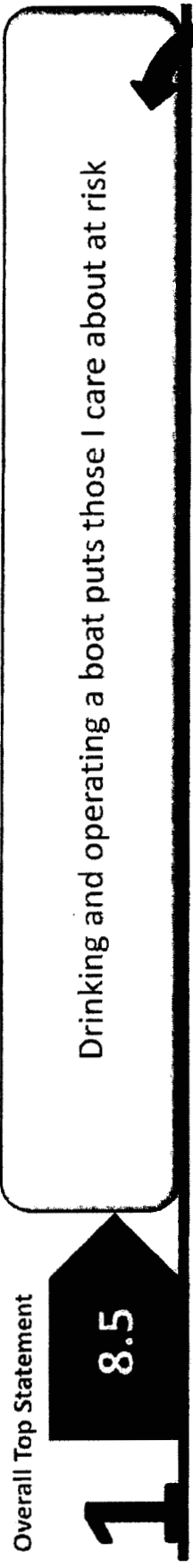
Over 120/Under 80 index compared to Average Motivation rating among Group B

Q401. Here are some statements that describe how people feel about drinking alcoholic beverages while operating a boat. Which one do you agree with the most and which one do you agree with the least? (Select one)

Alcohol: Group B only (n=602)



**There is some variability in the top choice for motivations/barriers to drinking alcohol while boating among the subgroups.** However, the MaxDiff score for the 'overall top statement' is still high among all groups.



Differing Subgroup	Top Ranking Statement for this group	But, score for 'overall top statement'
Males	I am more likely to avoid problems if I don't drink and operate a boat (8.4)	8.4
Ages 18-34	Boating would never be the same for me if someone close to me died because I was drinking while operating a boat (7.9)	7.8
Ages 45-54	I am more likely to avoid problems if I don't drink and operate a boat (8.6)	8.6
Prairies	I am more likely to avoid problems if I don't drink and operate a boat (8.7)	8.7
Atlantic	I don't want the pain I would feel if I knew I killed someone because I was drinking while operating a boat (8.5)	8.4
Northerners	Boating would never be the same for me if someone close to me died because I was drinking while operating a boat (8.7)	8.2
Fishers	I am more likely to avoid problems if I don't drink and operate a boat (8.3)	8.3
Pleasure Powerboaters	I am more likely to avoid problems if I don't drink and operate a boat (8.2)	8.2
Salors	I don't need to drink to have a good time; boating is a natural high (7.5)	7.2
Non-Parents	I am more likely to avoid problems if I don't drink and operate a boat (8.6)	8.6

Q401. Here are some statements that describe how people feel about drinking alcoholic beverages while operating a boat. Which one do you agree with the most and which one do you agree with the least? (Select one)

Alcohol: Group B only (n=602)

## Two of the three top-ranked communications statements highlight the connection between boating & automobile impaired driving.

Messages about drinking while boating

**impaired driving.** All demographic breaks and boating subgroups rank the same top statement as the most convincing. While there are some differences between 2<sup>nd</sup> and 3<sup>rd</sup> rankings, all subgroups choose the same top three statements.

### Communications Messages for drinking while operating a boat

Rank	Communications Messages	MD Score
1		9.0
2	You will have to live with the police and jail if you know you killed someone you love, if you kill someone while operating a boat after drinking.	8.5
3		8.5
4	Enforcement and the risk of getting caught drinking and operating your boat is increasing... more police spot checks, more unmarked patrol boats, more 9-1-1 calls reporting impaired boaters	7.4
5	The influence of alcohol can be much worse in a boat than on land due to the effects of sun, wind, waves, motion, darkness and weather. You greatly increase the chances of killing someone you care about, if you operate a boat after drinking.	7.2
6	By drinking and operating a boat, you are setting a bad example, by showing children and young adults you boat with that it is OK to drink and drive a boat.	6.9
7	By having a designated driver/skipper when out in a boat with friends/family, you can reduce the risk of having a drinking and boating accident or getting caught for impaired boating.	6.7

top 3 messages are clearly the top tier for most convincing

Q402. Here are some statements about drinking alcoholic beverages while boating. Which one do you feel convinces you the most to not drink while operating a boat and which one convinces you the least? (Select one)

Alcohol: Group B only (n=602)



The #1 Message addresses the 'I think it's legal' barrier, and fundamental lack of awareness/understanding of the drinking and boating laws.

Messages about drinking while boating

Top 3 Communications Messages for drinking while operating a boat

Rank Communications Messages		MD Score	Theme Connections
			<u>Barriers</u> <u>Motivators</u>
1	You will have to live with the pain and guilt of knowing you killed someone you love, if you kill someone while operating a boat after drinking.	9.0	Strongly Dislike
2	The legal consequences of being caught drinking and operating your boat could also be applied to driving your car, i.e. your road driving license would be suspended.	8.5	Dislike
3		8.5	Dislike

Q402. Here are some statements about drinking alcoholic beverages while boating. Which one do you feel convinces you the most to not drink while operating a boat and which one convinces you the least? (Select one)

Alcohol: Group B only (n=602)



# The two top-ranked Facts confront the lack of awareness/ understanding of boating driving laws.

Facts about drinking while boating

## Supporting Facts for drinking while operating a boat

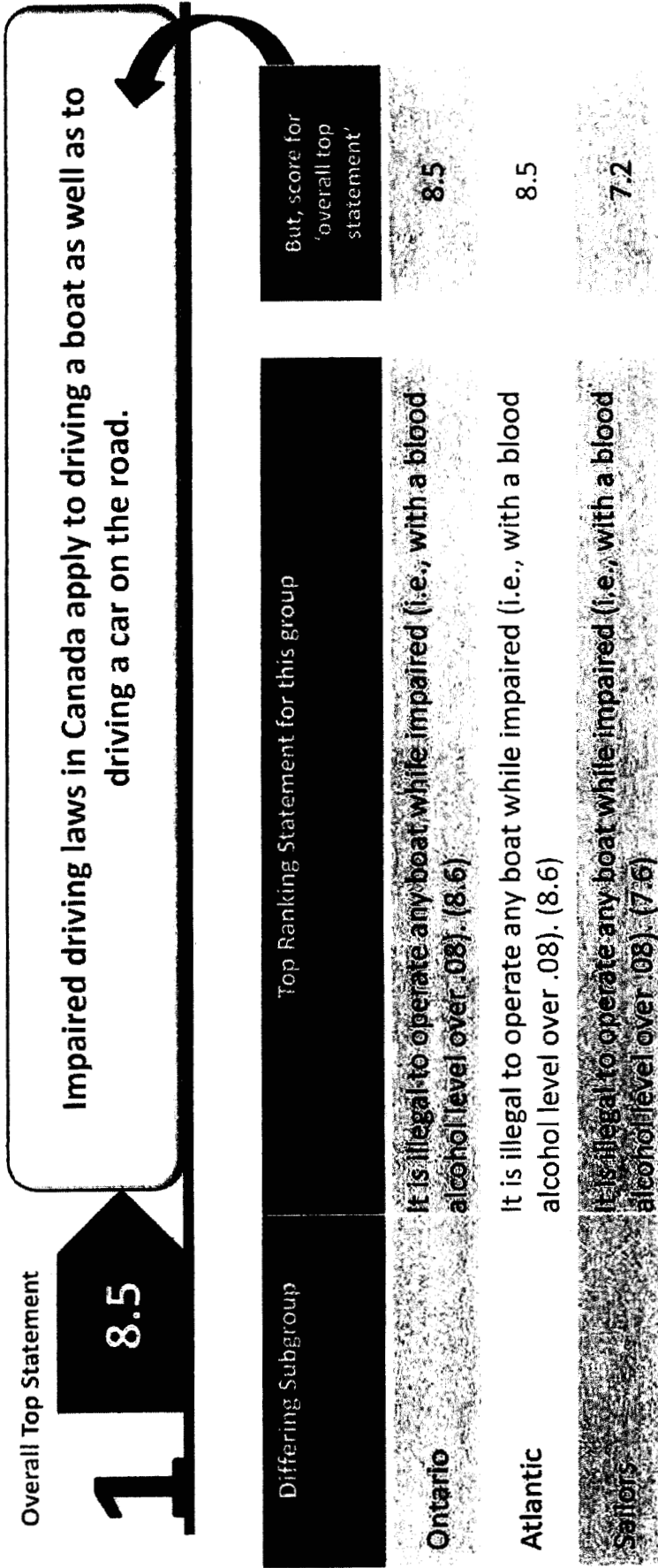
Rank	Supporting Facts	IMD Score
1	Alcohol is involved in more than 40% of boating fatalities.	8.5
2	It is illegal for boat operators or passengers to consume alcoholic beverages when the boat is moving / underway on any recreational boat.	8.4
3	In a controlled "test", boaters were tested who had been drinking but were NOT impaired (blood alcohol levels between .030 and .049 BAC). ALL of them were able to operate a small outboard motorboat to navigate safely/correctly through an obstacle course before drinking. NONE of them were able to safely/correctly navigate through the same obstacle course after drinking.	7.9
4	It is illegal to consume alcoholic beverages on any boat that is anchored or docked unless the boat is equipped as a residence, with cooking, sleeping and sanitation facilities.	7.4
5	It is illegal to carry open alcoholic beverages on a boat unless the boat is equipped with cooking, sleeping and sanitation facilities.	7.2
6		6.1
7		6.0

Top 3 facts are top tier most convincing

Q403. Here are some facts about drinking alcoholic beverages while boating. Which one do you feel convinces you the most to not drink while operating a boat and which one convinces you the least? (Select one)

Alcohol: Group B only (n=602)

**Ipsos** There is some variability in the top choice of facts regarding drinking alcohol while boating when looking among the subgroups. However, the MaxDiff score for the 'overall top statement' is still high among all groups.

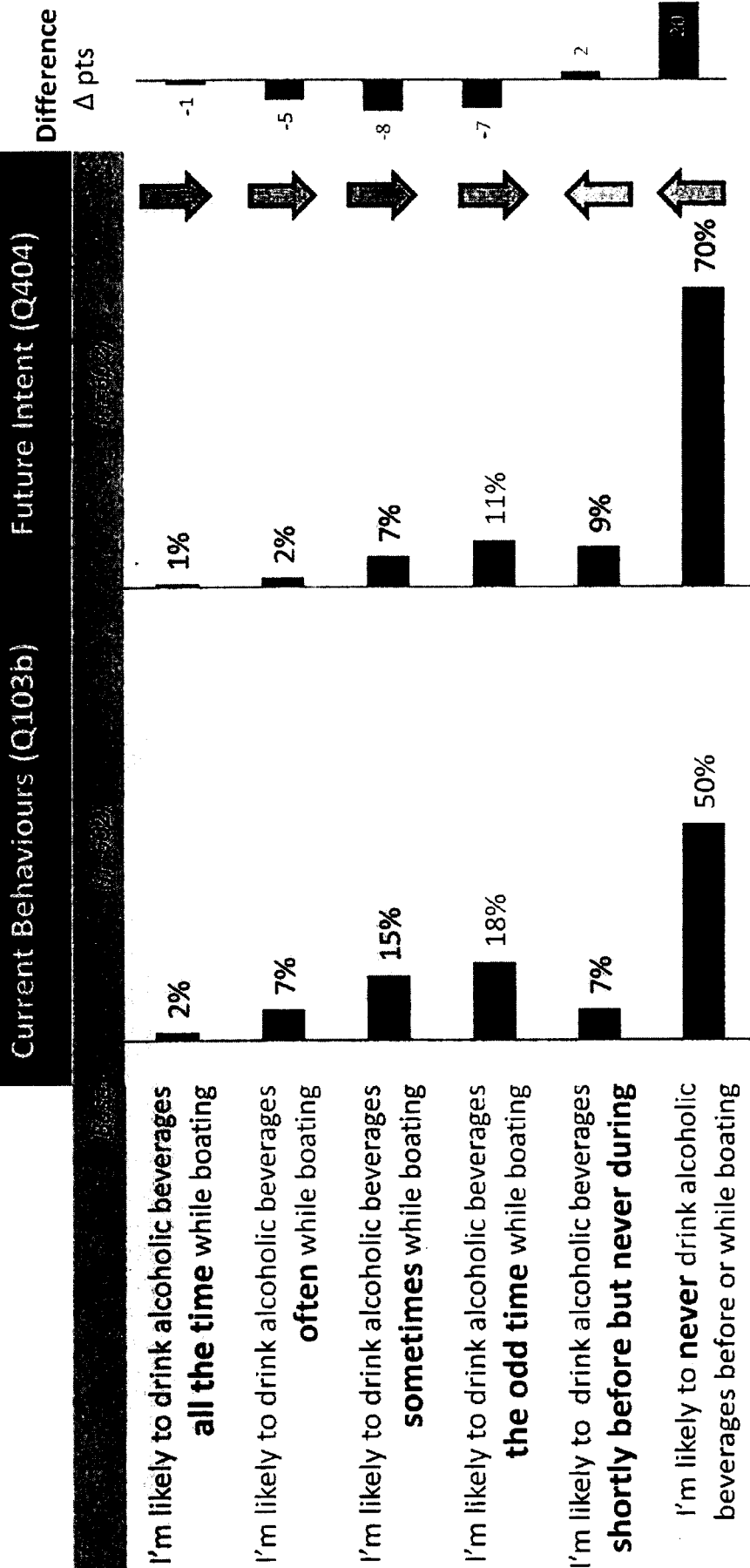


Q403. Here are some facts about drinking alcoholic beverages while boating. Which one do you feel convinces you the most to not drink while operating a boat and which one convinces you the least? (Select one)

Alcohol: Group B only (n=602)

Overall, boaters were positively influenced by exposure to the motivations, barriers, communications statements and facts – intent to ‘never’ drink alcohol before or during boating rose from 50% to 70%. The biggest shift to ‘never’ comes from the occasional drinkers.

### Current Behaviour & Future Intent to Drink Alcohol while Boating



103b. Overall, which of the following applies to you personally when you are in a boat? (Select one)  
 404. Which of the following would best describe how you will behave when operating a boat in the future? (Select one)  
 Alcohol: Group B only (n=602)  
**Ipsos Reid MarketQuest 78**











**All boater participants show strong shift in intent to improve their behaviour when it comes to drinking alcohol while boating, after exposure to motivations, barriers and communications.**

Powerboat passengers show the greatest intent to 'never' drink while boating (from 48% to 76% 'never' : this is a difference of +28). Powerboat drivers improved from 46% to 63%, a change of +17.

**Boating Subgroups: Current Behaviour & Future Intent to Drink Alcohol while Boating**

	Current Behaviour: "Never" drink alcohol while boating	Future Intended Behaviour to "Never" drink alcohol while boating	Difference Δ pts
<b>Total Group B</b>	<b>50%</b>	<b>70%</b>	<b>+20</b>
 (n=375)	52%	70%	+19
 (n=357)	49%	70%	+21
 (n=294)	41%	63%	+23
 (n=84)	37%	56%	+19
 (n=68)	41%	60%	+19
 (n=472)	51%	70%	+19

9 Statistically significant change Over 120/Under 80 index compared to total Group B

103b. Overall, which of the following applies to you personally when you are in a boat? (Select one)  
 404. Which of the following would best describe how you will behave when operating a boat in the future? (Select one)



All regions show a stronger level of intent to 'never' drink alcoholic beverages in the future during boating activities.

Regions: Current Behaviour & Future Intent to Drink Alcohol while Boating

	Current Behaviour: "Never" drink alcohol while boating	Future Intended Behaviour to "Never" drink alcohol while boating	Difference Δ pts
<b>Total Group B</b>	<b>50%</b>	<b>70%</b>	<b>+20</b>
<b>BC (n=130)</b>	<b>49%</b>	<b>69%</b>	<b>+20</b>
<b>Prairies (n=82)</b>	<b>60%</b>	<b>78%</b>	<b>+18</b>
<b>Ontario (n=165)</b>	<b>55%</b>	<b>74%</b>	<b>+19</b>
<b>Quebec (n=149)</b>	<b>38%</b>	<b>60%</b>	<b>+22</b>
<b>Atlantic (n=74)</b>	<b>54%</b>	<b>70%</b>	<b>+16</b>
<b>North (n=47)</b>	<b>47%</b>	<b>64%</b>	<b>+17</b>

Statistically significant change  
Over 120/Under 80 index  
compared to total Group B

103b. Overall, which of the following applies to you personally when you are in a boat? (Select one)  
404. Which of the following would best describe how you will behave when operating a boat in the future? (Select one)



## There is a broad-based increase in future intent to 'never' drink alcohol while boating, across demographic subgroups.

Those unable to swim report a lower increase in willingness to 'never' drink while boating since this group is already highly likely to not drink while boating.

### Key Subgroups: Bottom Box Current Behaviour & Future Intent to Drink Alcohol while Boating

	Current Behaviour: "Never" drink alcohol while boating	Future Intended Behaviour to "Never" drink alcohol while boating	Difference $\Delta$ pts
<b>Total Group B</b>	<b>50%</b>	<b>70%</b>	<b>+20</b>
Males	51%	67%	+17
Females	49%	73%	+24
Ages 18-34	37%	55%	+18
Ages 35-44	50%	73%	+23
Ages 45-54	54%	72%	+18
Ages 55-69	59%	79%	+20
Total Swimmers	49%	69%	+20
Strong Swimmer	48%	67%	+19
Unable to swim	71%	83%	+13
Parents (of children <18)	45%	69%	+24
No Children	53%	70%	+16

Statistically significant change Over 120/Under 80 index

103b. Overall, which of the following applies to you personally when you are in a boat? (Select one)  
 404. Which of the following would best describe how you will behave when operating a boat in the future? (Select one)

compared to total Group B  
**Ipsos Reid MarketQuest**

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# Overall Attitudes



**For most boaters (67%), an increased focus on boating safety would not change their current boating participation.** For one-quarter (27%), it would increase their participation and very few (only 4%) would reduce their boating participation.

**Future Participation in Boating  
if there was an increased focus on safety**



- A lot more often
  - A little more often
  - No change
  - A little less often
  - A lot less often
- (Don't know / it depends: 2%)*

501. If there were an increased focus on boating safety (e.g. encouraging more wearing of lifejackets, discouraging drinking while operating boats, etc.), what impact do you think it would have on your own personal participation in boating? (Select one)

Total respondents (n=1204)

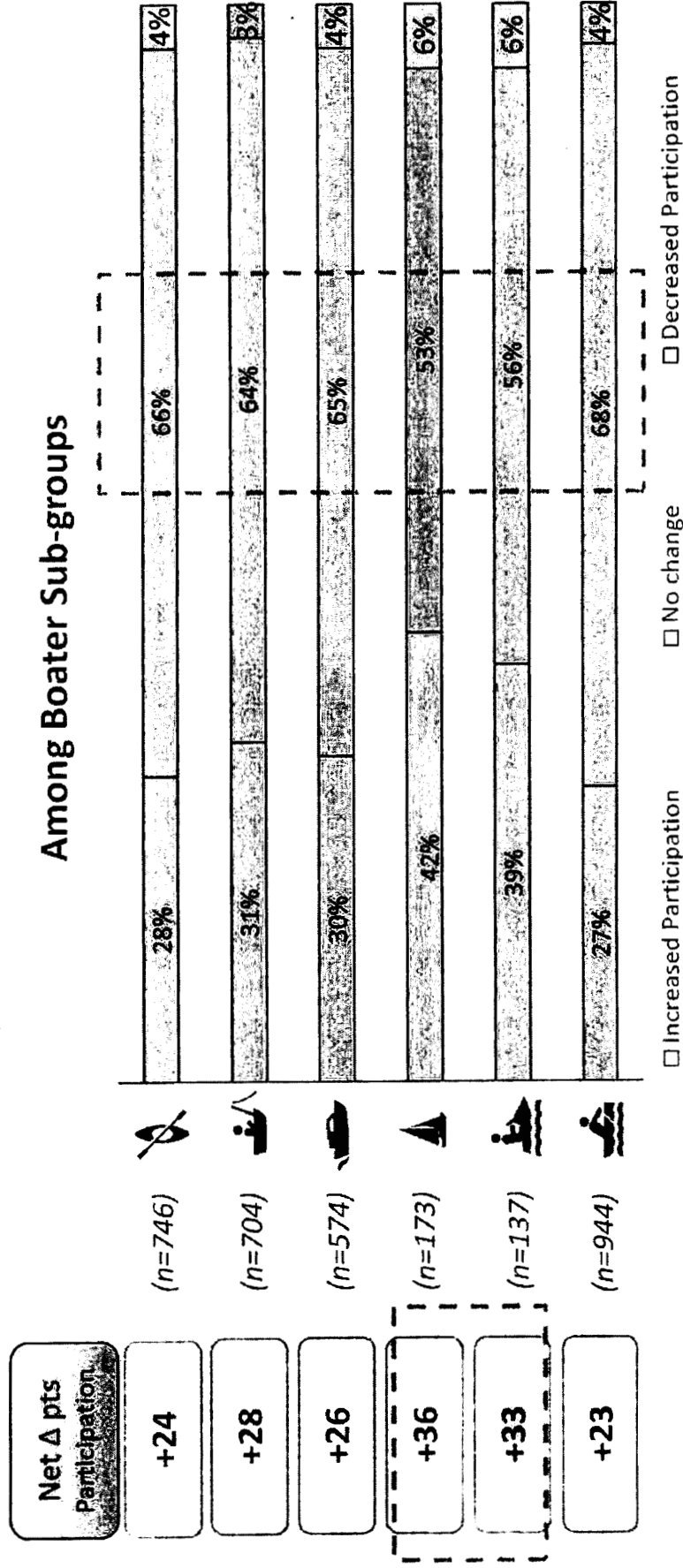


**There is a similarly positive influence on boating participation across all boating activity subgroups. Even more positive among sailors and PWC riders.**

**Overall Future Participation in Boating if there was an increased focus on safety**



■ Increased Participation      □ No change      ■ Decreased Participation



Over 120 / Under 80 index compared to total boating population

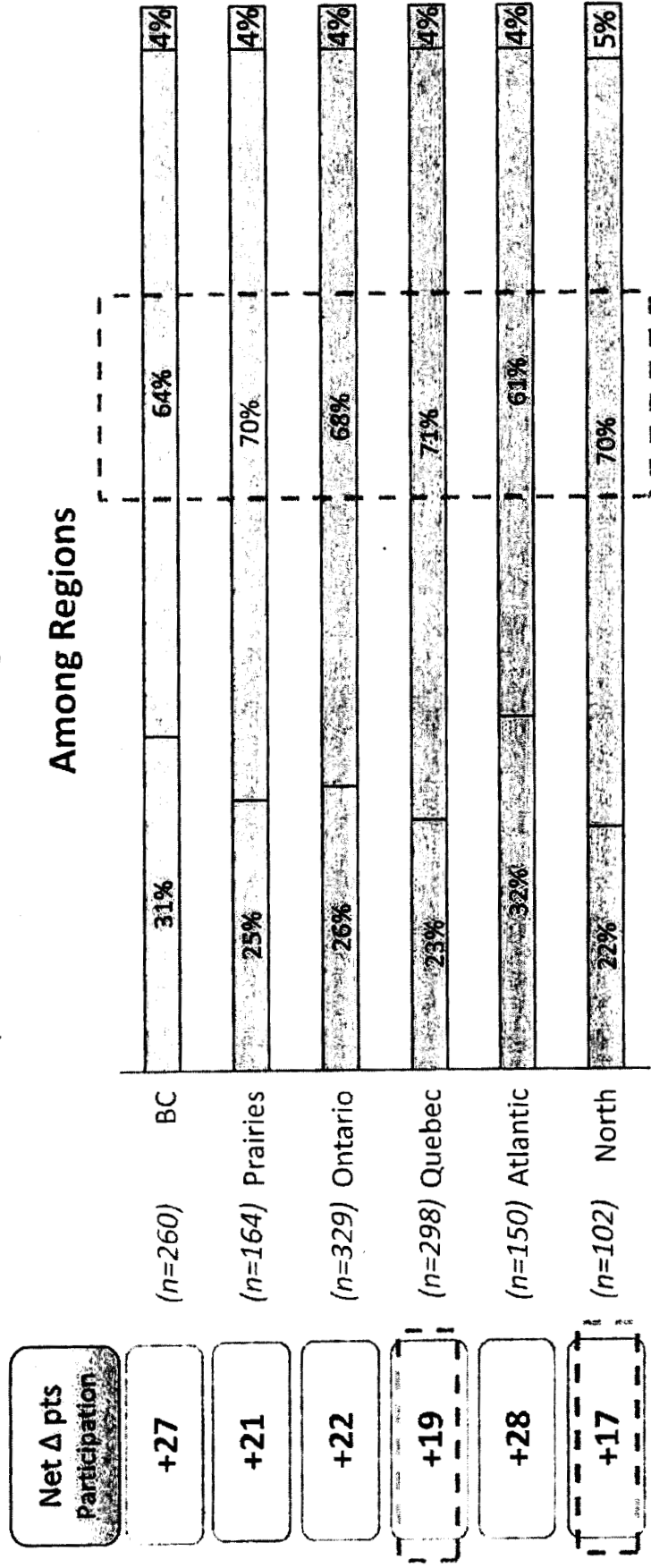
501. If there were an increased focus on boating safety (e.g. encouraging more wearing of lifejackets, discouraging drinking while operating boats, etc.), what impact do you think it would have on your own personal participation in boating? (Select one)

A similarly positive influence across regions; there is slightly less upside in Quebec and among Northerners, but still very positive.

Overall Future Participation in Boating if there was an increased focus on safety



■ Increased Participation    □ No change    □ Decreased Participation



501. If there were an increased focus on boating safety (e.g. encouraging more wearing of lifejackets, discouraging drinking while operating boats, etc.), what impact do you think it would have on your own personal participation in boating? (Select one)

Over 120 / Under 80 index compared to total boating population

Ipsos

# Key Findings & Implications





## Implications (for discussion)

### Overall

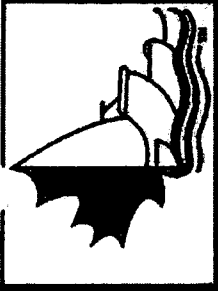
- “Green light” for stronger boating safety messaging & public education to contribute to healthy, growing Canadian recreational boating industry/participation!
  - It's part of the solution, not the problem.
- Strong potential to “move the needle” to achieve more wearing of lifejackets and less drinking and operating boats, via strong communications and public education.
  - Based on both the strong overall “pre” / “post” positive response from boaters; and the positive reaction to top messages tested.
  - Motivators and potential messages look to have the power to overcome existing perceptions and barriers.
  - Very strong consistency in these research results across boating sub-groups & regions... makes strong case for common communications focus with all boaters across the country.
- New approaches, benefits, “angles” likely needed to stimulate increased participation in boating training/education programs.
  - Boater perceptions of their knowledge and confidence broadly high, and existing latent interest in taking additional boating education/training is low.
  - Currently, highest potential target groups (... without new propositions...): are sailors and New Canadians.



## Implications (for discussion)

### ***Wearing Lifejackets***

- Confirmed there is large lifejacket wearing upside we can target with fishers and pleasure powerboaters; also significant upside with paddlers.
- While not currently a focus for the CSBC and boating stakeholders, there is an appetite amongst boaters for stronger lifejackets/PFD legislation, that would require wearing of PFDs.
  - Just as strong support now, as there was 11 years ago when the “Will it Float” study poll was conducted in 2003.
- Significant opportunity to drive greater awareness and familiarity with inflatable and paddling-style lifejackets.
- There is exciting potential for new public education communications messaging, to capitalize on the barriers, motivators, “themes” and convincing messages arising from this research.
  - A lot of “arrows in our quiver”, but highest potential messaging well identified.
  - For example ...



**Example of High Potential "Wear Your Lifejacket"**  
Communications focus

**Barriers**  
to overcome

**Motivators**

Risk is low / unlikely to need it

Safety Net / Security

**Message Focus**

**A lifejacket buys you time to be rescued if you fall out of your boat.** It may be impossible to get back into your boat if it has swamped or capsized, and it may be too far to successfully swim to shore. Wearing a lifejacket will keep your head above water to survive until you are rescued.

**Emotional Connection**

**Persuasive Supporting Facts**

80% of people who drown while boating were not wearing a lifejacket, and they could have survived if they were.



**Half of boaters (53%) 'always' wear a lifejacket while boating. Barriers to wearing a PFD are often because it interferes with the sense of freedom associated with boating.** There is also a perceived lack of risk about cold water immersion.

The top barriers that keep boaters from wearing lifejackets focus on Vitality and Cold Water:

#### **Vitality**

**Wearing a lifejacket interferes with my activity** while boating

**I only need to wear a lifejacket when involved in sports** (e.g. waterskiing, wakeboarding)

#### **Cold Water**

**I feel that I am prepared** in the event of cold water immersion

**I don't worry about the temperature** of the water, as I don't boat during what I consider to be the cold water season

**I don't think there is anything people can do to improve their chances** of surviving immersion in cold water

**I don't think a PFD or lifejacket will help** if someone falls into cold water

**I don't need to worry about cold water immersion**, as it is unlikely to happen to me

**Top motivations to wear a lifejacket** while boating have to do with Recognition and Security/Comfort:

#### **Recognition**

**I know that wearing a lifejacket is the smart thing to do**

**If you pick the right lifejacket, you can be comfortable and safer** at the same time

#### **Security/Comfort**

**I wear a lifejacket to be safe**

**Wearing a lifejacket lets me relax**



# With exposure to motivations, barriers and communications statements, Canadian boaters show a willingness to improve their lifejacket-wearing behaviour.

Lifejackets

## Implications

Messaging that was most convincing focuses on the lifesaving aspect of lifejackets and reminds boaters that *not wearing a lifejacket* while boating puts themselves at risk of drowning. The most effective communications messages are as follows:

### Top Message

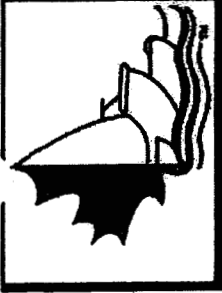
**1**

A lifejacket buys you time to be rescued if you fall out of your boat. It may be impossible to get back into your boat if it has swamped or capsized, and it may be too far to successfully swim to shore. Wearing a lifejacket will keep your head above water to survive until you are rescued.

### Top Fact

**1**

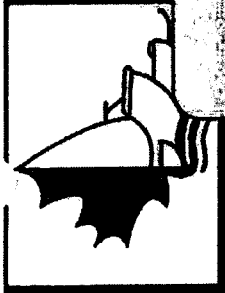
80% of people who drown while boating were not wearing a lifejacket and they could have survived if they were.



## Implications (for discussion)

### ***Don't drink and Operate a Boat***

- Pleasure powerboaters and fishers are prime targets; but also upside with paddlers
  - Powerboat drivers and younger boaters deserve special focus.
- Significant opportunity to drive better awareness and understanding of the drinking and boating laws
- Great potential for new public education communications messaging to reduce drinking when operating boats
  - Maybe even more "low hanging fruit" to make gains re: drinking & boating, than for wearing lifejackets
  - For example ...



**Example of High Potential "Don't Drink and Operate a Boat"  
Communications focus**

**Barriers to Overcoming**

**Motivators**

I think it's legal;  
lack of awareness, knowledge

Safety net / Security  
...The right thing to do...  
...and avoid emotional pain (once they know)

**Message Focus**

**Impaired boating is impaired driving,**

just like being impaired from drinking while driving a car. If you get caught impaired and operating a boat, it will result in heavy fines, criminal charges, a criminal record, jail time and seizing of your boat.

**Emotional Connection**

**Persuasive Supporting Facts**

Impaired driving laws in Canada apply to driving a boat as well as to driving a car on the road.

It is illegal to operate any boat while impaired (i.e., with a blood alcohol level over .08).

Half of boaters (51%) claim to consume at least some alcohol before, or while boating. MaxDiff results show that reasons for this (barriers) are a belief that they know what's right (recognition) and drinking contributes to enjoyment.

Drinking Alcohol while boating

The top barriers that keep boaters drinking while operating a boat have to do with Recognition and Enjoyment:

#### Recognition

I don't know anyone who has died or had a close call due to drinking and boating  
 It is perfectly fine to drink in a boat as long as the operator doesn't have too much to drink  
 It's legal to drink while operating a boat

#### Enjoyment

Having a drink while boating is part of having a good time  
 I don't want to worry about the rules when I'm out in a boat having a good time

Top motivations to not drink and operate a boat focus on Control and Conviviality themes:

#### Control

I am more likely to avoid problems if I don't drink and operate a boat

#### Conviviality

Boating would never be the same for me if someone close to me died because I was drinking while operating a boat  
 I don't want the pain I would feel if I knew I killed someone because I was drinking while operating a boat



**However, broad exposure to motivations, barriers, communications messages and fact have a positive impact on boaters' intent to 'never' drink while boating.**

Drinking Alcohol  
while boating

### Implications

The most effective communications remind boaters about the **linkage between boating and automobile** consequences if caught impaired, as well as the responsibility of being **accountable for the lives of those on board.**

### Top Messages

- 1** **Impaired boating is impaired driving, just like being impaired from drinking while driving a car. If you get caught impaired and operating a boat, it will result in heavy fines, criminal charges, a criminal record, jail time and seizing of your boat.**
- 2** **You will have to live with the pain and guilt of knowing you killed someone you love, if you kill someone while operating a boat after drinking.**
- 3** **The legal consequences of being caught drinking and operating your boat could also be applied to driving your car, i.e. your road driving license would be suspended.**

### Top Facts

- 1** **Impaired driving laws in Canada apply to driving a boat as well as to driving a car on the road.**
- 2** **It is illegal to operate any boat while impaired (i.e., with a blood alcohol level over .08).**

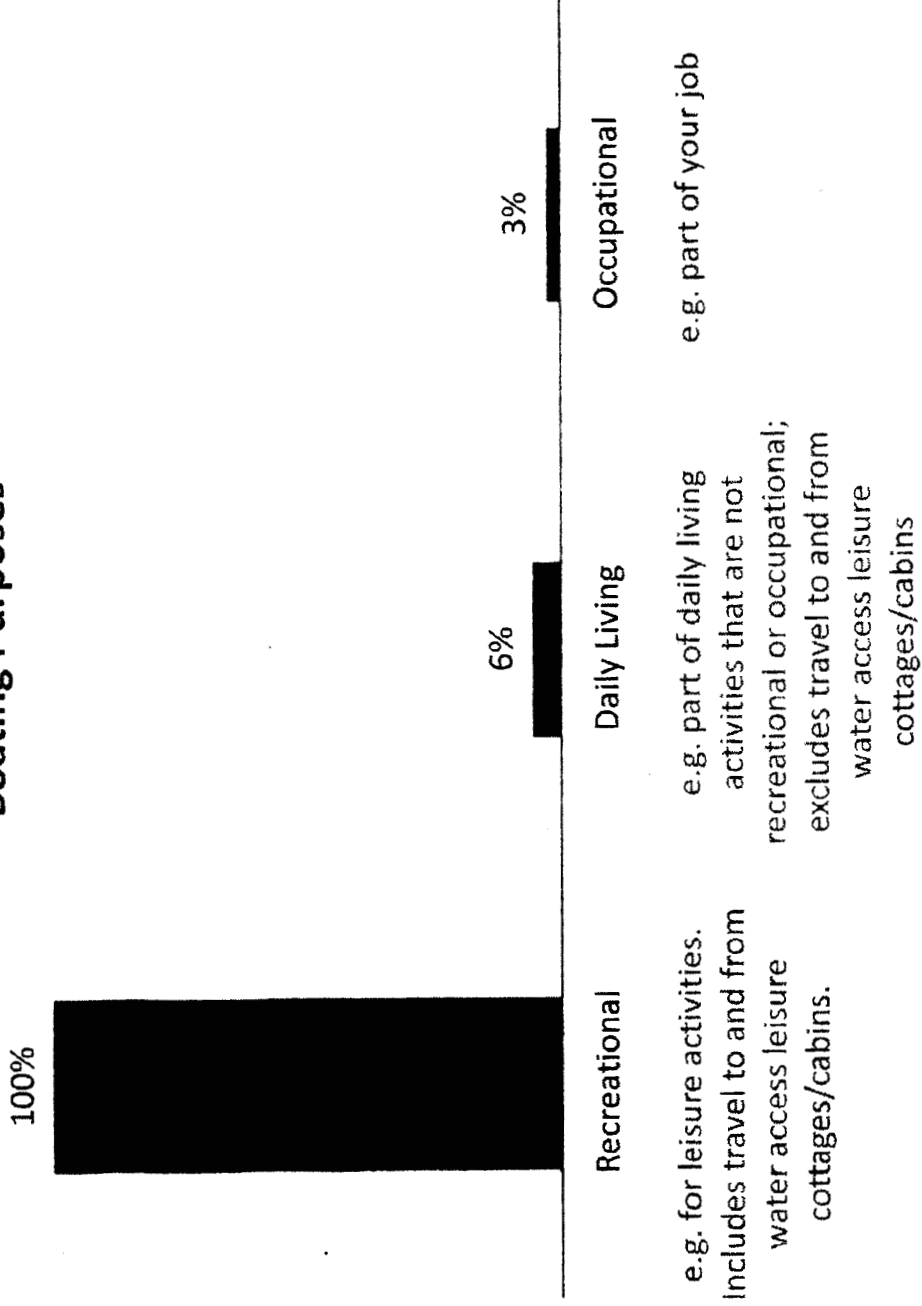
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# Appendix



Everyone who took part in the study is a recreational boater; the instance of also boating for daily living or occupationally among this population is quite low.

### Boating Purposes



S5. In an average year, do you use any boat or water craft (incl. powerboat, canoe, kayak, sailboat, etc.) for each of the following purposes? (Select all)

Total respondents (n=1204)

## Appendix: Overview of Canadian Boaters

# Q101. Frequency of Participation in Boating Activities

Ipsos

Participation in Boating Activities		Base	1-2 times per year	3-5 times per year	6-19 times per year	20+ times per year	Never
46%	Boating from a boat as a passenger	557	47%	25%	11%	16%	9%
44%	Canoeing	530	52%	26%	12%	6%	4%
36%	Motorboating as a passenger	430	41%	31%	22%	5%	2%
33%	Fishing from a boat as the driver	401	38%	28%	21%	9%	3%
33%	Kayaking	399	47%	24%	18%	7%	4%
23%	Boating from another type of non-powered craft	280	41%	28%	14%	8%	9%
22%	Motorboating as the driver	266	34%	26%	25%	13%	3%
13%	Sailing	153	46%	27%	17%	9%	2%
11%	Personal watercraft (PWC)	137	3%	29%	18%	10%	4%
6%	Stand up paddleboarding	76	46%	25%	20%	5%	4%
5%	Self-propelled	59	37%	29%	21%	5%	5%
5%	Hunting from any watercraft	58	29%	43%	16%	5%	7%

101. How many times, in the past year, would you say that you participate in each of the following activities? (Select one per row)

## Appendix: Demographics

## Demographics (1 of 3)

Ipsos

### Gender

Female	40%
Male	60%

### Age

18-34	28%
35-44	21%
45-54	24%
55-69	27%

### Average Age

44.4

### Region (Overlap in Northern category)

British Columbia	22%
Prairies	14%
Ontario	27%
Quebec	25%
Atlantic	13%
Territories	<1%

### Number in Household

1	15%
2	36%
3	23%
4	16%
5+	10%

### Presence of Children Living at Home

Under 2 years old	6%
2 to 6 years old	13%
7 to 12 years old	15%
13 to 17 years old	15%
18 or older	15%
Do not have any children living with me	55%

Total respondents (n=1204)

## Demographics (2 of 3)

Ipsos

### Employment

<b>Employed, full time</b>	<b>57%</b>
Retired	15%
Employed, part time	13%
Student	5%
Full time parent, homemaker	4%
Not currently employed	4%
Prefer not to answer	1%

### Household Income

Less than \$25,000	9%
\$25,000 - \$49,999	18%
\$50,000 - \$74,999	18%
\$75,000 - \$99,999	19%
\$100,000+	26%
Prefer not to answer	11%

### Marital Status

<b>Married</b>	<b>51%</b>
Single, never married	22%
Living with partner	17%
Divorced or separated	9%
Widowed	1%

### Education

Graduated high school or less	18%
Some college/CEGEP/Trade school, did not finish	10%
Graduated college/CEGEP/Trade school	25%
Some University, did not finish	10%
Graduated with University Undergraduate Degree	27%
Graduate Degree	10%

Total respondents (n=1204)



## Demographics (3 of 3)

Ipsos

### Ethnicity: Country of Birth

Canada	88%
Western Europe	3%
China or Hong Kong	1%
Southeast Asia	1%
Eastern Europe	1%
USA	1%
South Asia	1%
Russia / Former parts of USSR	<1%
Other East Asia	<1%
West Asia / Middle East / North Africa	<1%
Central and South America	<1%
Sub-Saharan Africa	<1%
Caribbean	<1%
Other / Prefer not to answer	<1%

### Northern Canadians

Those who live in the North 8%

### Distribution of Northern Canadians (n=102)

Northwest Territories	2%
North British Columbia	17%
North Alberta	11%
North Saskatchewan	16%
North Manitoba	5%
North Ontario	25%
North Quebec	24%
North Newfoundland & Labrador	1%

Total respondents (n=1204)

Total respondents from Northern Canada (n=102)

# S4. Canadian Boating Participation – Incidence by region\* % of population 18-69 years

Ipsos

Boating Activity	BC	Prairies	Ontario	Quebec	Atlantic
	1092	1534	3876	1251	717
<b>Powerboating (NET)</b>	<b>35%</b>	<b>37%</b>	<b>35%</b>	<b>29%</b>	<b>32%</b>
Fishing (net)	25%	28%	26%	23%	25%
... as a passenger	20%	23%	20%	16%	18%
... as the driver	13%	12%	14%	14%	13%
Pleasure Powerboating (net)	22%	21%	20%	11%	14%
... as a passenger	17%	18%	16%	8%	11%
... as the driver	10%	9%	10%	5%	7%
Riding a personal watercraft (PWC)	5%	6%	6%	3%	5%
Hunting from any type of watercraft	2%	2%	3%	2%	3%
<b>Non-Powerboating (NET)</b>	<b>36%</b>	<b>28%</b>	<b>33%</b>	<b>20%</b>	<b>31%</b>
<b>  Paddling (net)</b>	<b>  30%</b>	<b>  22%</b>	<b>  27%</b>	<b>  17%</b>	<b>  25%</b>
Canoeing	17%	16%	21%	10%	18%
Kayaking	19%	10%	13%	10%	13%
Stand up paddleboarding	4%	4%	4%	1%	2%
Boating in another type of non-powered craft	13%	12%	12%	6%	10%
Sailing (net)	9%	6%	10%	4%	7%
Sailing	8%	5%	8%	3%	7%
Sailboarding (windsurfing)	3%	3%	3%	1%	2%
<b>None of these</b>	<b>51%</b>	<b>54%</b>	<b>54%</b>	<b>63%</b>	<b>56%</b>

\* Over 120/Under 80 index compared to total boating population

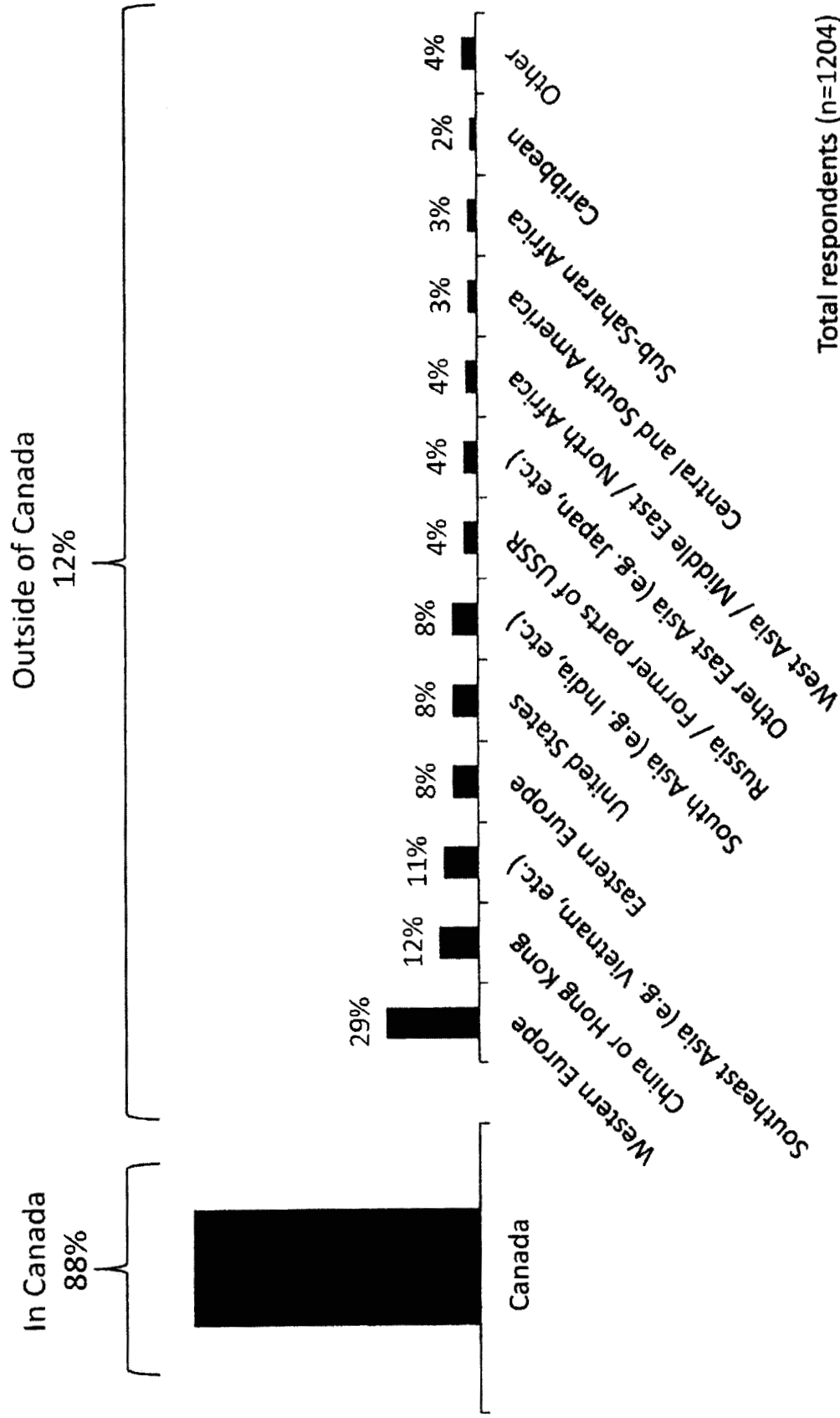
\*NOTE: This slide shows full response data for the question, including those who may have left/not qualified for the survey after S4. S4. Which of the following activities do you participate in, at least occasionally? (Select all)



# Most of the people taking this survey were born in Canada.

Among those born outside of Canada, 3 in 10 were born in Western Europe.

## Country of Birth



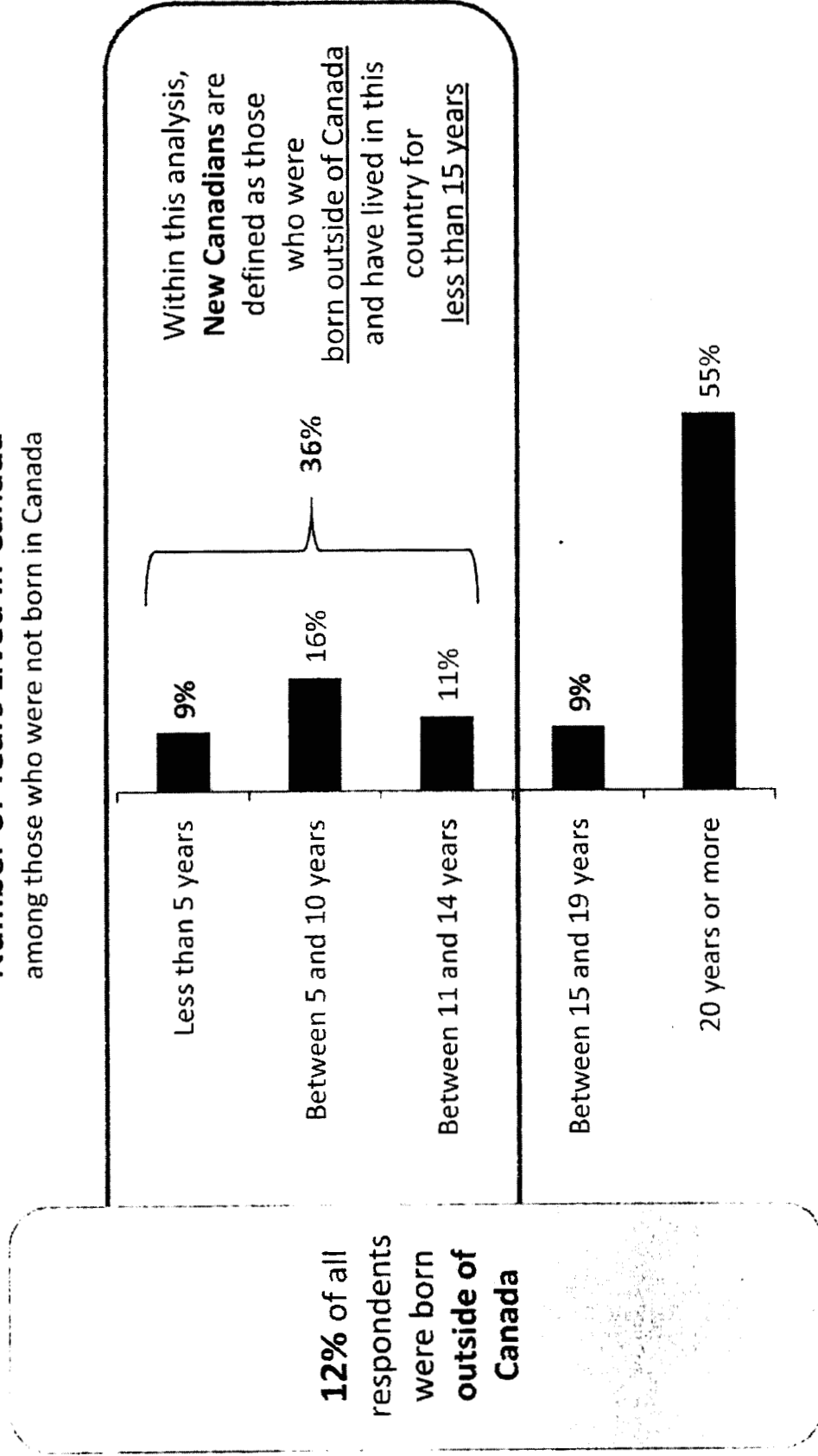
Total respondents (n=1204)

S1. Were you born in Canada?  
 S2. In which country or region were you born? (Select one)



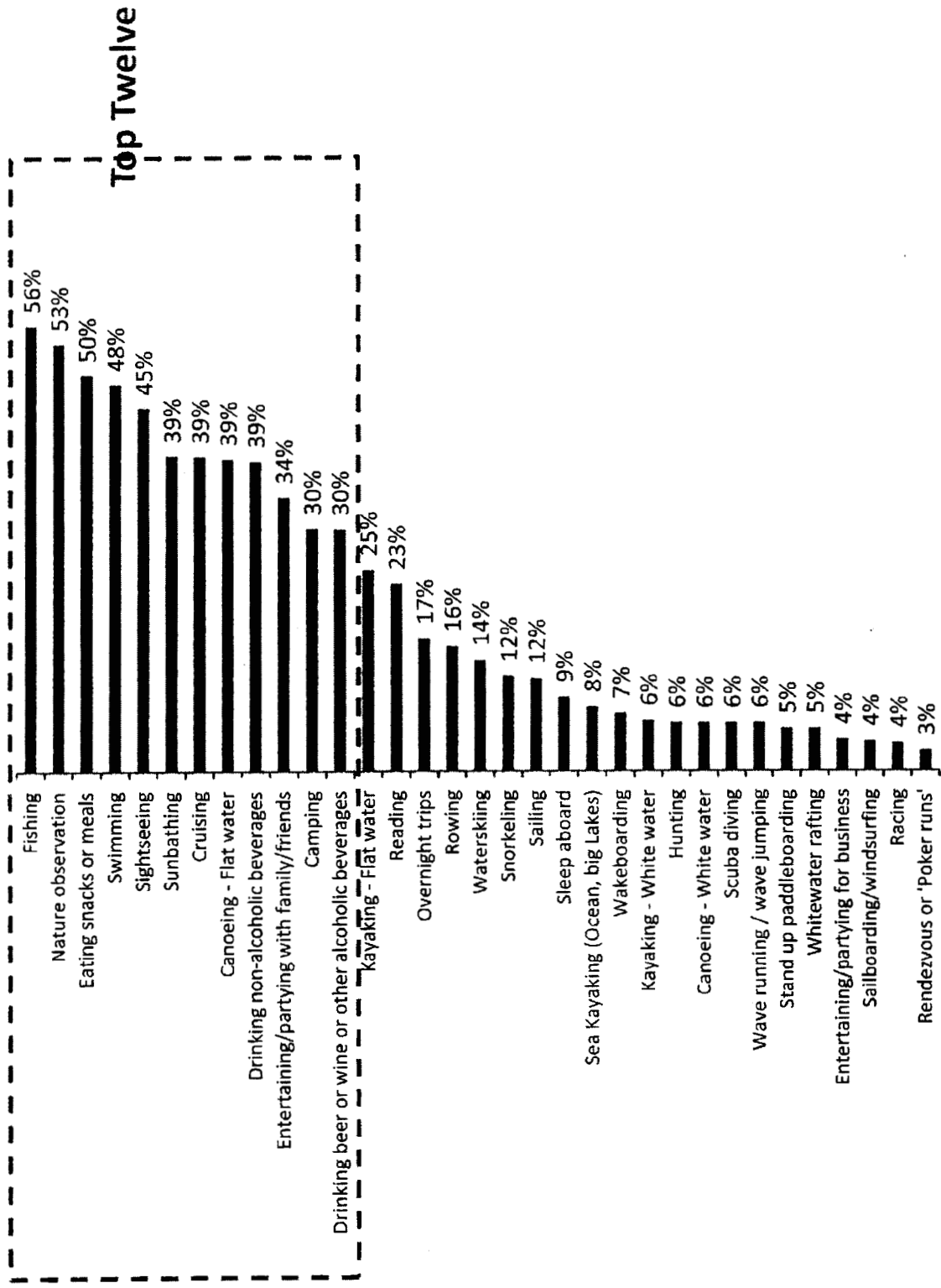
Among the 12% who were born outside of Canada, a third have lived here for less than 15 years. Half have lived in this country for 20 years or more.

**Number of Years Lived in Canada**  
among those who were not born in Canada



Those born outside of Canada (n=140)

## 102. Overall Participation in Recreational Boating Activities



102. When you go out in a boat recreationally, which of the following activities, if any, do you participate in? (Select all)






## Boaters in the main boating activity subgroups, participate in a wide range of recreational activities, especially sailors and PWCers. (1 of 2)

Boating Activities By Boater Types	Total						
	74%	78%	74%	84%	81%	81%	78%
<b>Observing (Net)</b>	<b>74%</b>	<b>78%</b>	<b>74%</b>	<b>84%</b>	<b>81%</b>	<b>81%</b>	<b>78%</b>
Nature observation	53%	61%	56%	55%	58%	55%	58%
Sightseeing	45%	50%	46%	56%	57%	58%	49%
Cruising	39%	39%	42%	59%	60%	58%	42%
<b>Drinking/Eating (Net)</b>	<b>60%</b>	<b>58%</b>	<b>66%</b>	<b>72%</b>	<b>72%</b>	<b>76%</b>	<b>60%</b>
Drinking (Subnet)	50%	49%	56%	64%	62%	67%	51%
Drinking non-alcoholic beverages	39%	38%	43%	50%	47%	52%	39%
Drinking beer, wine, other alcoholic bev.	30%	31%	34%	41%	45%	49%	31%
Eating snacks or meals	50%	49%	56%	61%	64%	64%	50%
<b>Swimming/Sunning (Net)</b>	<b>57%</b>	<b>60%</b>	<b>61%</b>	<b>74%</b>	<b>76%</b>	<b>80%</b>	<b>61%</b>
Swimming	48%	52%	51%	64%	71%	75%	53%
Sunbathing	39%	41%	42%	55%	54%	56%	43%
<b>Fishing/Hunting (Net)</b>	<b>56%</b>	<b>48%</b>	<b>90%</b>	<b>59%</b>	<b>62%</b>	<b>71%</b>	<b>51%</b>
Fishing	56%	47%	89%	59%	60%	70%	51%
Hunting	6%	6%	10%	7%	14%	12%	6%
<b>Paddling (Net)</b>	<b>55%</b>	<b>84%</b>	<b>48%</b>	<b>48%</b>	<b>74%</b>	<b>70%</b>	<b>68%</b>
Canoeing (Subnet)	41%	61%	40%	38%	57%	50%	50%
Canoeing - Flat water	39%	59%	38%	36%	51%	46%	48%
Canoeing - White water	6%	9%	8%	8%	19%	17%	7%
Kayaking (Subnet)	29%	46%	24%	25%	49%	46%	37%
Kayaking - Flat water	25%	39%	20%	21%	37%	37%	32%
Sea Kayaking (Ocean, big Lakes)	8%	12%	7%	8%	23%	17%	10%
Kayaking - White water	6%	10%	7%	8%	21%	18%	8%
Stand up paddleboarding (SUP)	5%	8%	5%	8%	13%	16%	6%

102. When you go out in a boat recreationally, which of the following activities, if any, do you participate in? (Select all)

Over 120/Under 80 index compared to total boating population  
**Ipsos Reid MarketQuest 108**

## Boaters in the main boating activity subgroups, participate in a wide range of recreational activities, especially sailors and PWCers. (2 of 2)

Boating Activities By Boater Types	Total	    					
		44%	42%	39%	55%	50%	41%
Overnighting (Net)	37%	44%	42%	39%	55%	50%	41%
Camping	30%	38%	36%	30%	41%	41%	34%
Overnight trips	17%	21%	18%	19%	33%	29%	19%
Sleep aboard	9%	11%	11%	15%	28%	26%	10%
Entertaining (Net)	35%	37%	38%	51%	55%	60%	38%
Entertaining/partying with family/friends	34%	36%	37%	50%	51%	56%	37%
Entertaining/partying for business	4%	5%	5%	7%	15%	17%	4%
Reading	23%	25%	26%	32%	44%	45%	26%
Water Sports (Net)	17%	18%	20%	32%	37%	51%	19%
Waterskiing	14%	15%	17%	27%	34%	46%	16%
Wakeboarding	7%	8%	9%	14%	20%	26%	8%
Rowing	16%	22%	19%	20%	30%	30%	19%
Underwater (Net)	14%	17%	16%	20%	35%	35%	16%
Snorkeling	12%	15%	14%	16%	28%	29%	14%
Scuba diving	6%	7%	8%	10%	20%	20%	7%
Sailing (Net)	12%	16%	15%	18%	71%	37%	15%
Sailing	12%	15%	14%	17%	67%	34%	14%
Sailboarding/windsurfing	4%	5%	5%	7%	23%	19%	5%
Wave running / wave jumping	6%	7%	8%	11%	17%	26%	7%
Whitewater rafting	5%	8%	6%	8%	17%	18%	7%
Racing/Poker Runs (Net)	5%	6%	6%	8%	17%	12%	6%
Racing	4%	5%	4%	5%	13%	9%	4%
Rendezvous or 'Poker runs'	3%	3%	3%	4%	9%	9%	3%

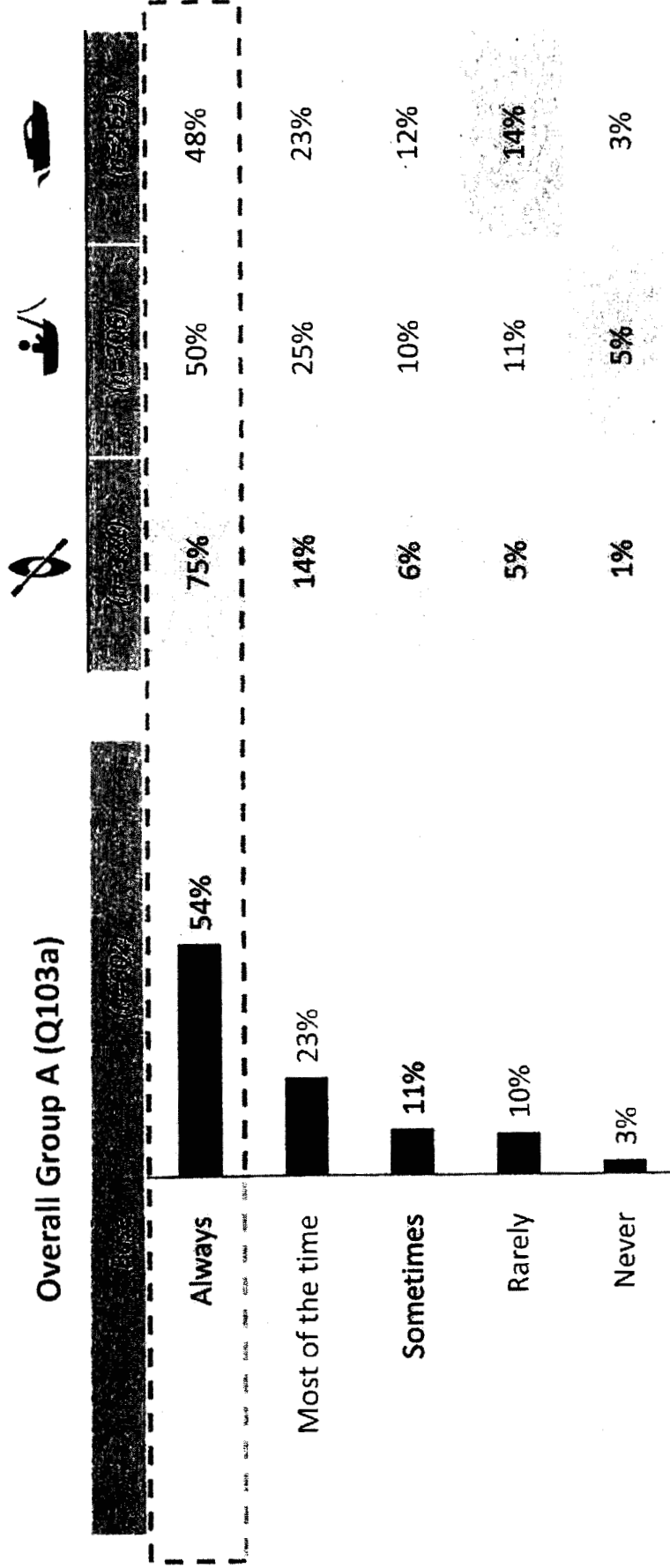
Over 120/Under 80 index compared to total boating population

102. When you go out in a boat recreationally, which of the following activities, if any, do you participate in? (Select all)



When asked directly about lifejacket habits for specific boating activities, boaters were most likely to indicate that they 'always' wear a lifejacket when paddling.

Frequency of Wearing Lifejacket while...



104a. How often do you wear a lifejacket when you are in a canoe or kayak? (Select one)  
 105a. How often do you wear a lifejacket when you are fishing from a boat? (Select one)  
 106a. How often do you wear a lifejacket when you are pleasure boating in a powerboat under 6 meters in length for reasons other than fishing? (Select one)

Over 120 / Under 80 index compared to total boating population

Lifejackets: Group A only (n=602)



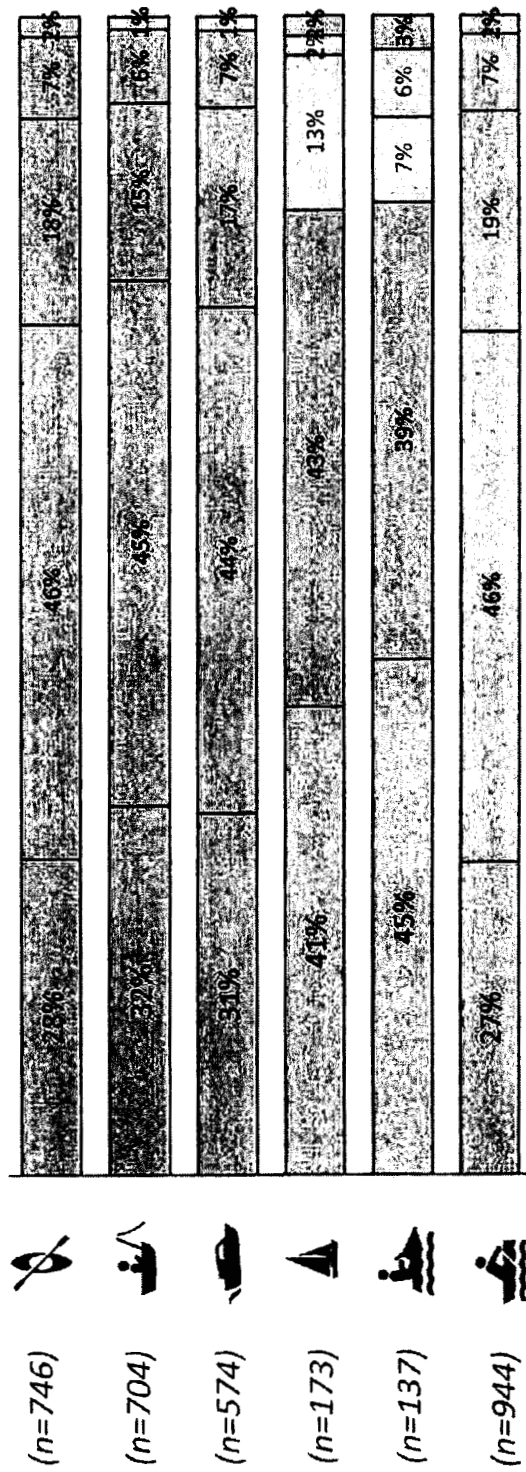
## Q201. Boating Safety Knowledge by boater subgroups

**Broad Attitudes toward Boating & Boating Safety:**  
*I am very knowledgeable about boating safety*



Strongly Agree  
  Somewhat Agree  
  Neither agree nor disagree  
  Somewhat Disagree  
  Strongly Disagree

### Knowledge per Boating Sub-group



201. Please indicate your level of agreement with the following statements.

Over 120/Under 80 index compared to total boating population

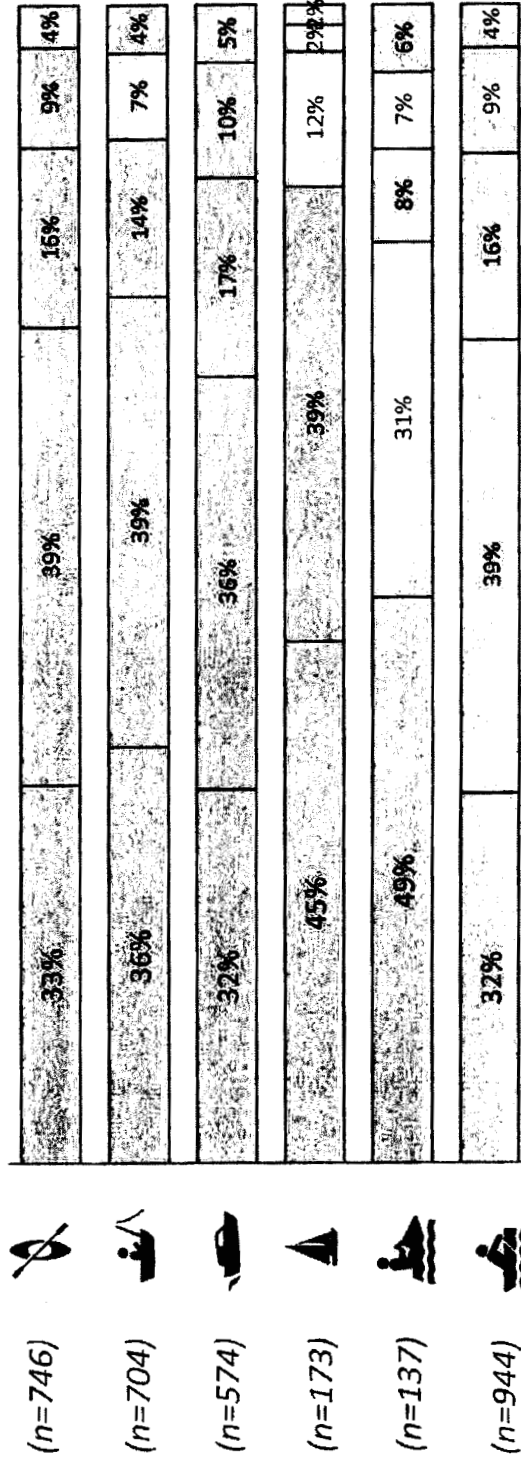
## Q201. Confidence in Ability by boater subgroups

**Broad Attitudes toward Boating & Boating Safety:**  
*I am very confident in my ability to operate a boat*



Strongly Agree    Somewhat Agree    Neither agree nor disagree    Somewhat Disagree    Strongly Disagree

### Confidence in Ability per Boating Sub-group



/ Over 120/Under 80 index compared to total boating population

201. Please indicate your level of agreement with the following statements.

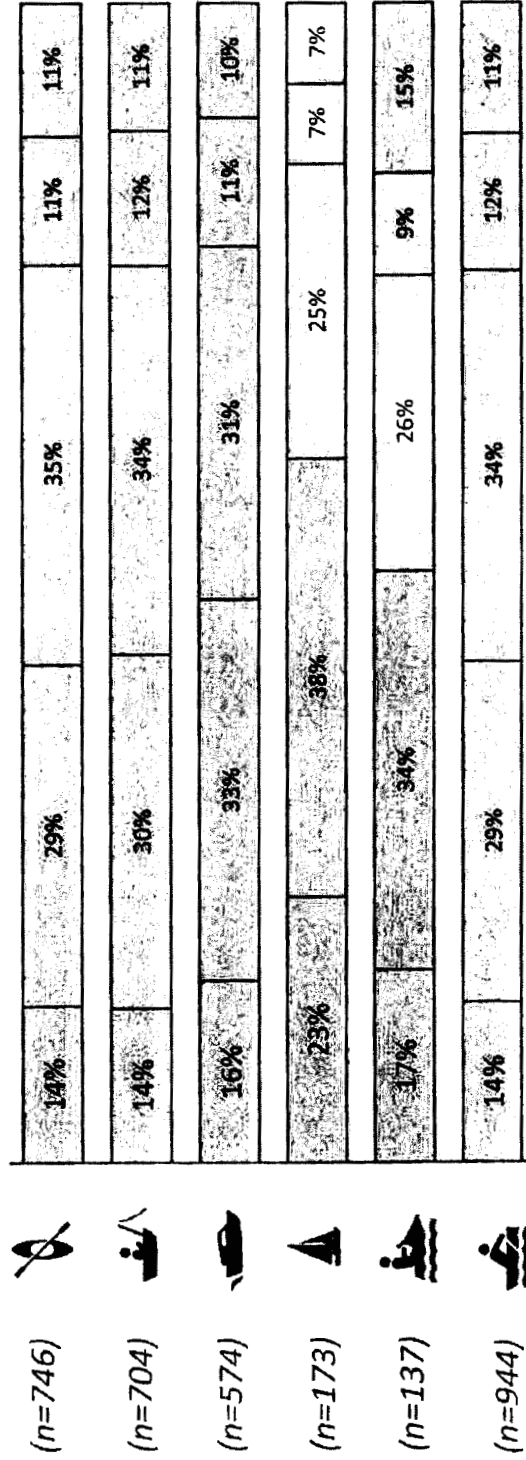
## Q201. More Education by boater subgroups

**Broad Attitudes toward Boating & Boating Safety:**  
*I would like to take additional boating training/education in the future*



Strongly Agree  
  Somewhat Agree  
  Neither agree nor disagree  
  Somewhat Disagree  
  Strongly Disagree

### Desire for additional training/education per Boating Sub-group



201. Please indicate your level of agreement with the following statements.

Over 120/Under 80 index compared to total boating population

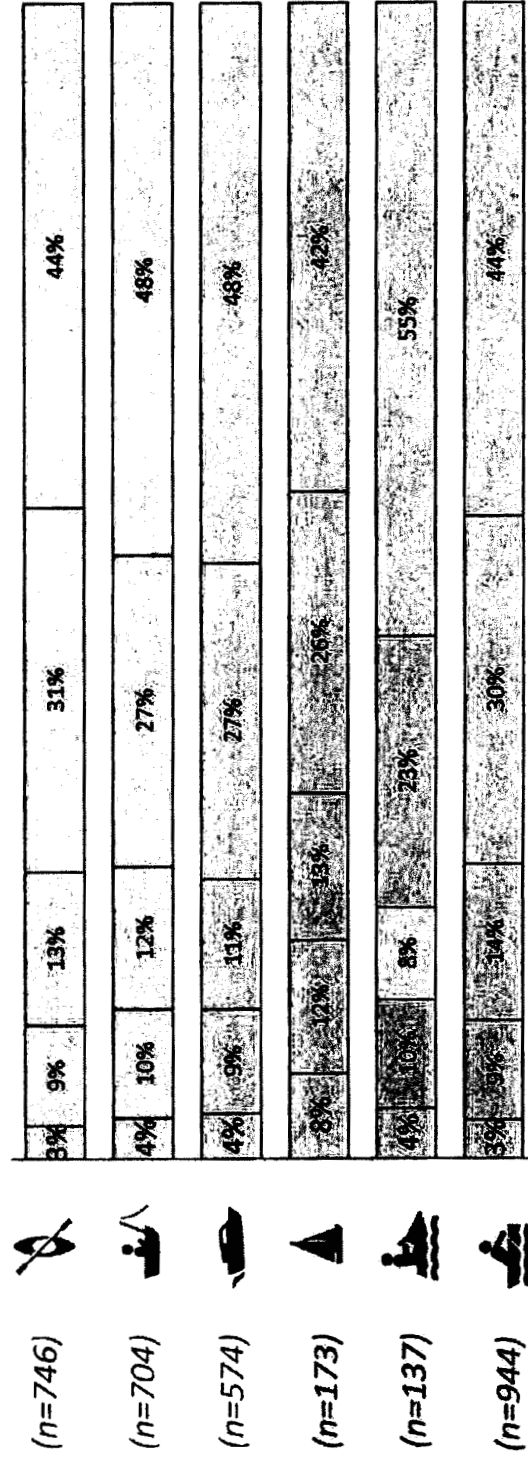
## Q201. Nervousness by boater subgroups

**Broad Attitudes toward Boating & Boating Safety:**  
*I am nervous being in a boat on the water*



Strongly Agree  
  Somewhat Agree  
  Neither agree nor disagree  
  Somewhat Disagree  
  Strongly Disagree

### Nervousness per Boating Sub-group









201. Please indicate your level of agreement with the following statements.

## There is a broad-based positive impact of exposure to motivations, barriers and communications statements across all boater groups.

Powerboat passengers also express a high level of intent to wear a lifejacket in the future as compared to overall national results (from 48% to 63%, a different of +15)

### Boating Subgroups: Current Behaviour & Future Intent to Wear a Lifejacket

						
	Current	Intent	Difference	Current	Intent	Difference
	59%	69%	+10	42%	62%	+20
	52%	66%	+14	47%	62%	+15
	22%	17%	-5	28%	19%	-9
	10%	10%	0	8%	11%	+3
Sometimes	7%	4%	-4	7%	7%	0
	1%	0%	-1	5%	1%	-4
	52%	66%	+14	52%	70%	+18
	28%	20%	-8	34%	19%	-15
	10%	12%	+3	12%	10%	-2
	10%	6%	-4	9%	4%	-5
	3%	0%	-3	3%	0%	-3
	22%	17%	-5	28%	16%	-12
	10%	11%	+1	10%	11%	+1
	9%	5%	-4	9%	5%	-4
	3%	0%	-3	0%	0%	0
	22%	17%	-5	22%	17%	-5
	10%	11%	+1	10%	11%	+1
	9%	5%	-4	9%	5%	-4
	3%	0%	-3	3%	0%	-3
	(n=371)	(n=347)	(n=280)	(n=89)	(n=69)	(n=472)

Over 120/Under 80 index compared to total Group A

103a. Overall, how often do you wear a lifejacket when in a boat? (Select one)

304. How often do you think you will wear a lifejacket when in a boat in the future? (Select one)



Ontarians show the greatest intent to improve lifejacket compliance; the Prairies and Atlantic region have a smaller proportion of converts to 'always' wear a lifejacket compared to the national average.

Regions: Current Behaviour & Future Intent to Wear a Lifejacket

	BC			Prairies			Ontario			Quebec			Atlantic			North		
	Current	Intent	Difference	Current	Intent	Difference	Current	Intent	Difference	Current	Intent	Difference	Current	Intent	Difference	Current	Intent	Difference
	51%	65%	+14	61%	68%	+7	46%	61%	+15	58%	70%	+11	59%	67%	+8	47%	58%	+11
	22%	15%	-7	20%	16%	-4	24%	17%	-7	25%	18%	-7	22%	18%	-4	20%	20%	-
	15%	17%	+2	9%	10%	+1	12%	12%	-	6%	9%	+3	11%	12%	+1	15%	16%	+2
	8%	3%	-5	9%	6%	-2	15%	10%	-5	7%	3%	-5	7%	3%	-4	13%	6%	-7
	4%	0%	-4	2%	0%	-2	3%	1%	-2	3%	0%	-3	1%	0%	-1	6%	0%	-6
	<b>(n=130)</b>			<b>(n=82)</b>			<b>(n=164)</b>			<b>(n=149)</b>			<b>(n=76)</b>			<b>(n=55)</b>		







Over 120/Under 80 index compared to total Group A

103a. Overall, how often do you wear a lifejacket when in a boat? (Select one)

304. How often do you think you will wear a lifejacket when in a boat in the future? (Select one) **Ipsos Reid MarketQuest 116**

**All boater participants show intent to improve their behaviour when it comes to drinking alcohol while boating.** Powerboat passengers show the greatest intent to 'never' drink while boating (from 48% to 76% 'never': this is a difference of +28).

**Boating Subgroups: Current Behaviour & Future Intent to Drink Alcohol while Boating**

						
	Current	Intent	Difference	Current	Intent	Difference
Always/often	2%	1%	-1	4%	0%	-4
Sometimes	9%	2%	-7	16%	8%	-7
Never	13%	7%	-6	19%	12%	-7
Don't know	17%	9%	-8	19%	20%	+1
Never	9%	10%	+2	6%	4%	-2
Always/often	52%	70%	+19	37%	56%	+19
	(n=375)	(n=357)	(n=294)	(n=84)	(n=68)	(n=472)

103b. Overall, which of the following applies to you personally when you are in a boat? (Select one)  
 404. Which of the following would best describe how you will behave when operating a boat in the future? (Select one)

Each region claims a similar, high, level of intent to 'never' drink alcoholic beverages in the future during boating activities.

Regions: Current Behaviour & Future Intent to Drink Alcohol while Boating

	BC			Prairies			Ontario			Quebec			Atlantic			North		
	Current	Intent	Difference	Current	Intent	Difference	Current	Intent	Difference	Current	Intent	Difference	Current	Intent	Difference	Current	Intent	Difference
	2%	0%	-2	2%	1%	-1	1%	1%	-1	3%	1%	-2	3%	3%	-	4%	0%	-4
	9%	2%	-7	7%	1%	-6	6%	2%	-3	9%	3%	-5	5%	0%	-5	6%	0%	-6
	15%	9%	-5	9%	6%	-2	15%	6%	-10	19%	8%	-11	16%	7%	-9	15%	13%	-2
	21%	11%	-10	13%	10%	-4	15%	9%	-7	22%	12%	-9	19%	15%	-4	21%	17%	-4
	5%	9%	+4	9%	4%	-5	9%	9%	+1	10%	15%	+5	3%	5%	+3	6%	6%	-
	49%	69%	+20	60%	78%	+18	55%	74%	+19	38%	60%	+22	54%	70%	+16	47%	64%	+17
	(n=130)			(n=82)			(n=165)			(n=149)			(n=74)			(n=47)		

Over 120/Under 80 index compared to total Group B

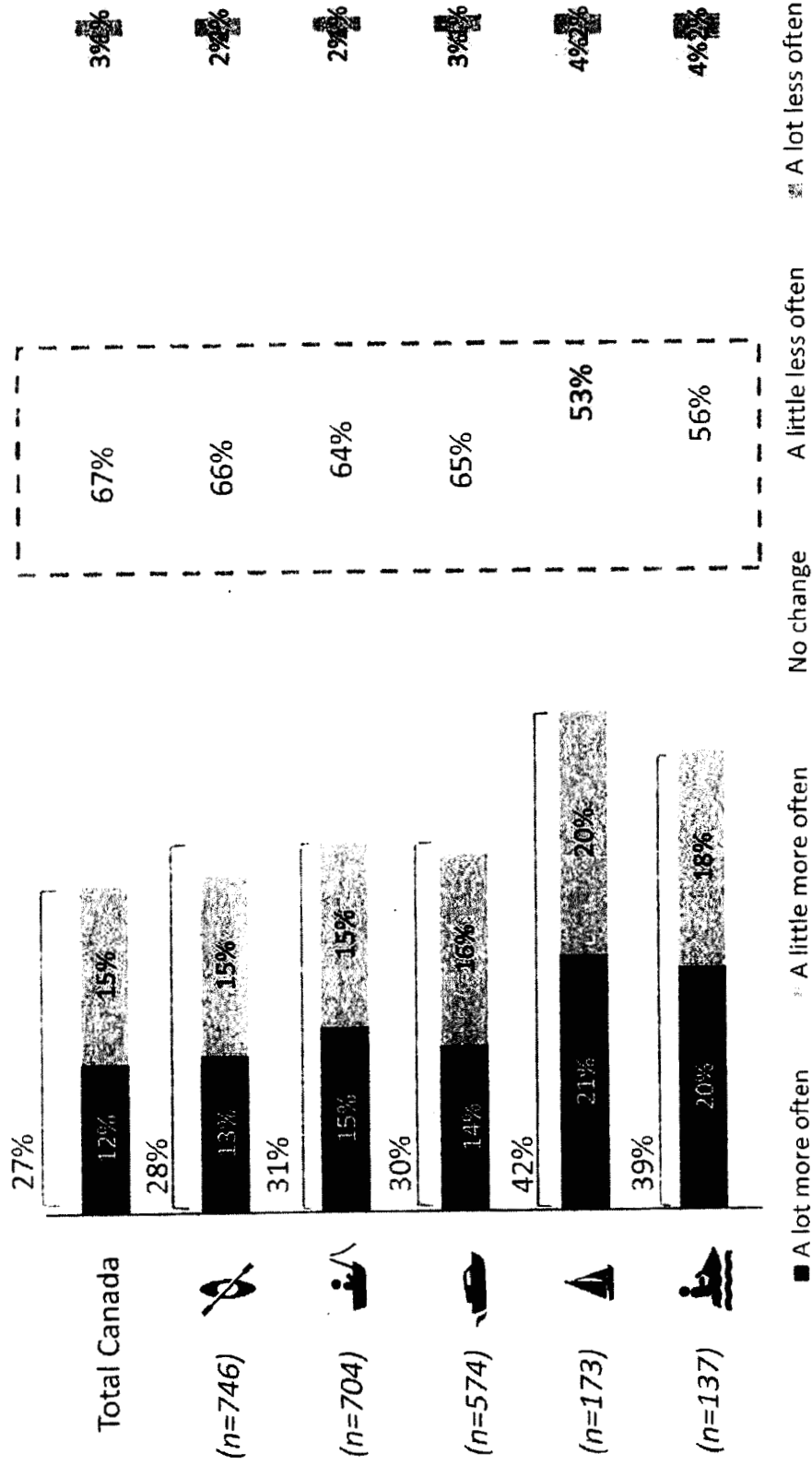
103b. Overall, which of the following applies to you personally when you are in a boat? (Select one)  
 404. Which of the following would best describe how you will behave when operating a boat in the future? (Select one)



## 501. Increased focus by boater subgroups

Ipsos

### Boater Sub-groups: Future Participation in Boating if there was an increased focus on safety

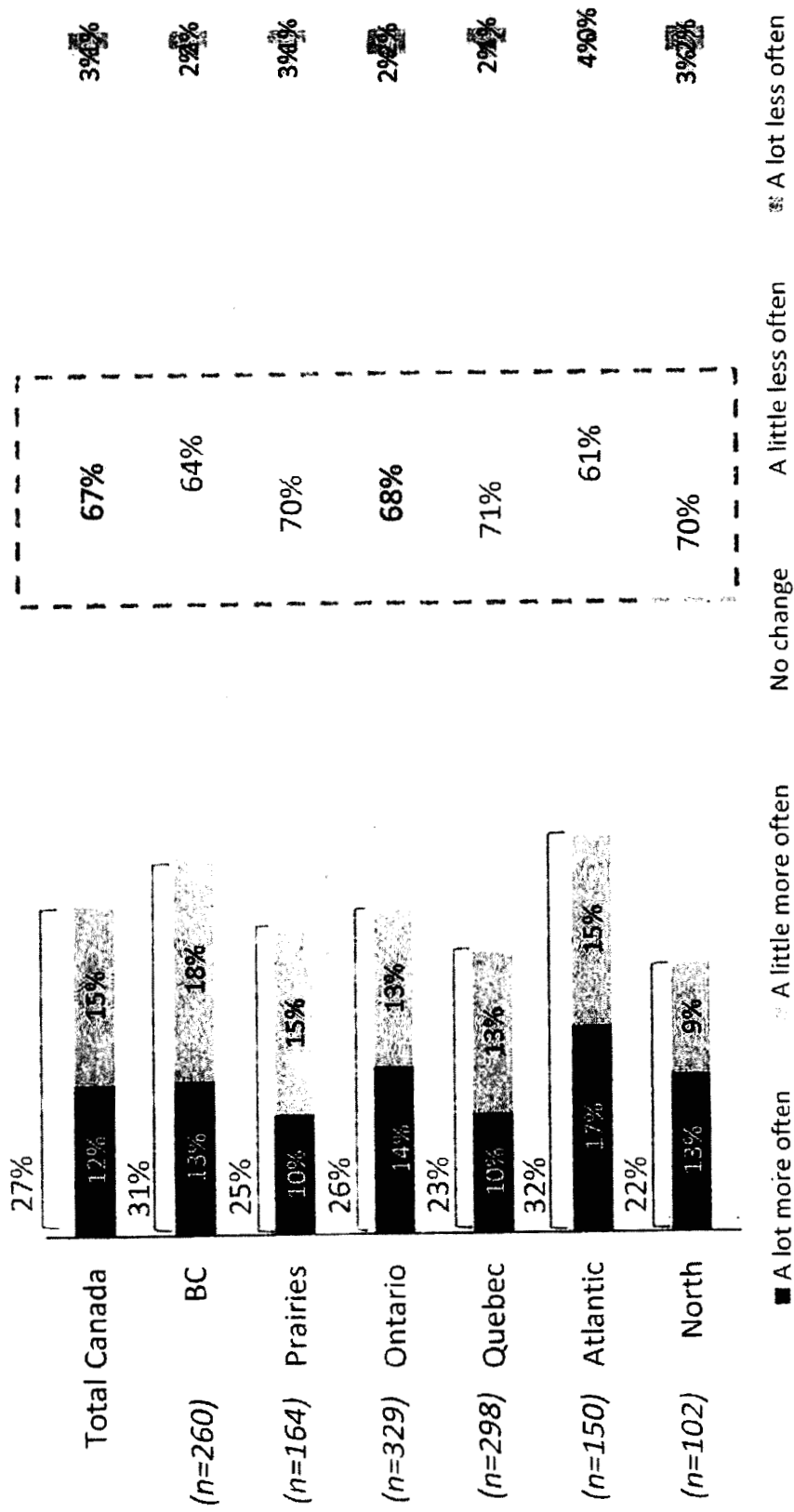


501. If there were an increased focus on boating safety (e.g. encouraging more wearing of lifejackets, discouraging drinking while operating boats, etc.), what impact do you think it would have on your own personal participation in boating? (Select one)

## 501. Increased focus by region

Ipsos

### Regional: Future Participation in Boating if there was an increased focus on safety



501. If there were an increased focus on boating safety (e.g. encouraging more wearing of lifejackets, discouraging drinking while operating boats, etc.), what impact do you think it would have on your own personal participation in boating? (Select one)

Parents showed a slightly higher interest in legislation for each boat type – most often for ‘at least one person on-board’.

Ipsos

### Agreement with Legislation among Parents

In favour of some legislation	Total				At Least One Person On-Board	Not in Favour	Undecided
	All People On-Board	Just Minors (<18 years)	Just Children (<13 years)	Person On-Board			
87%	63%	12%	8%	4%	6%	7%	
85%	62%	11%	9%	4%	7%	7%	
84%	64%	10%	6%	4%	9%	7%	
85%	60%	12%	9%	4%	9%	7%	
88%	74%	5%	5%	5%	6%	6%	

Over 120/Under 80 index compared to total boating population  
 Parents of at least one children under 18 years living at home (n=419)

502. ... Here is a list of different types of small boats under six metres (20 feet) in length that legislation could apply to as well as different groups the legislation could apply to. Please indicate which of these you would favour, if any. (Select one per row)

## 502. Support for legislation – Among Paddlers

### Agreement with Legislation among Paddlers

Total In favour of some legislation	All People On-Board		Just Minors (<18 years)		Just Children (<13 years)		At Least One Person On-Board		Not in Favour	Undecided
	87%	66%	11%	7%	3%	7%	3%			
87%	67%	10%	7%	3%	8%	6%	3%	7%	6%	
87%	68%	10%	6%	3%	8%	6%	3%	8%	5%	
86%	64%	11%	8%	3%	9%	8%	3%	9%	5%	
90%	79%	5%	3%	4%	5%	3%	4%	5%	4%	

/ Over 120/Under 80 index compared to total boating population

502. ... Here is a list of different types of small boats under six metres (20 feet) in length that legislation could apply to as well as different groups the legislation could apply to. Please indicate which of these you would favour, if any. (Select one per row)

## 502. Support for legislation – Among Fishers

### Agreement with Legislation among Fishers

Total In favour of some legislation	All People On-Board			Just Children (<13 years)		Just Minors (<18 years)		At Least One Person On-Board		Not in Favour	Undecided
	87%	64%	11%	7%	4%	7%	4%				
86%	66%	9%	8%	3%	7%	7%	3%				
85%	68%	9%	6%	3%	8%	8%	3%				
85%	64%	10%	8%	3%	9%	9%	3%				
88%	75%	6%	4%	4%	6%	6%	4%				

Over 120/Under 80 index compared to total boating population






502. ... Here is a list of different types of small boats under six metres (20 feet) in length that legislation could apply to as well as different groups the legislation could apply to. Please indicate which of these you would favour, if any. (Select one per row)

Fishers (n=704)

## 502. Support for legislation – Among Pleasure Powerboaters

Ipsos

### Agreement with Legislation among Pleasure Powerboaters






Total	All People On-Board			At Least One Person On-Board		Not in Favour	Undecided
	In favour of some legislation	Just Minors (<18 years)	Just Children (<13 years)	At Least One Person On-Board	Just Children (<13 years)		
	82%	58%	11%	10%	3%	10%	8%
	82%	62%	10%	7%	3%	10%	8%
	82%	64%	10%	6%	3%	10%	7%
	82%	60%	9%	9%	3%	11%	7%
	87%	75%	5%	3%	4%	8%	6%

/ Over 120/Under 80 index compared to total boating population

502. ... Here is a list of different types of small boats under six metres (20 feet) in length that legislation could apply to as well as different groups the legislation could apply to. Please indicate which of these you would favour, if any. (Select one per row)

## 502. Support for legislation – Among Sailors

### Agreement with Legislation among Sailors

In favour of some legislation	Total		All People On-Board	Just Minors (<18 years)	Just Children (<13 years)	At Least One Person On-Board	Not in Favour	Undecided
	84%	83%						
	84%		60%	10%	10%	4%	9%	8%
	83%		54%	15%	9%	6%	10%	8%
	80%		56%	12%	9%	3%	11%	9%
	80%		55%	12%	9%	5%	11%	9%
	82%		62%	9%	7%	5%	9%	9%

 Over 120/Under 80 index compared to total boating population

502. ... Here is a list of different types of small boats under six metres (20 feet) in length that legislation could apply to as well as different groups the legislation could apply to. Please indicate which of these you would favour, if any. (Select one per row)

## 502. Support for legislation – Among PWC

### Agreement with Legislation among PWC Riders

Total In favour of some legislation	All People On-Board			Just Children (<13 years)	Just Minors (<18 years)	At Least One Person On-Board	Not in Favour	Undecided
	85%	62%	11%	10%	3%	7%		
85%	62%	11%	10%	3%	7%	9%		
83%	60%	13%	9%	3%	7%	8%		
82%	64%	10%	7%	3%	10%	8%		
87%	61%	9%	9%	4%	9%	10%		
	73%	6%	4%	4%	6%	7%		

Over 120/Under 80 index compared to total boating population




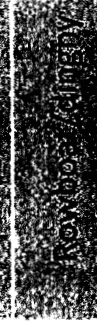

502. ... Here is a list of different types of small boats under six metres (20 feet) in length that legislation could apply to as well as different groups the legislation could apply to. Please indicate which of these you would favour, if any. (Select one per row)





## Results from 2003 "Will It Float": Support for legislation, among Small Craft boaters.

### 2003 Results: Agreement with Legislation among Small Craft Boaters

In favour of some legislation	Total		At Least One Person On-Board			Not in Favour	Undecided
	In favour of some legislation	All People On-Board	Just Minors (<18 years)	Just Children (<13 years)	At Least One Person On-Board		
	87%	68%	9%	10%	1%	11%	3%
	88%	74%	8%	6%	-	10%	2%
	89%	76%	6%	2%	1%	10%	1%
	86%	65%	8%	11%	1%	12%	2%
	89%	83%	4%	2%	1%	9%	2%

**SOURCE NOTE:** The results on this slide display results to this question from the "Will It Float" study run in 2003.

502. ... Here is a list of different types of small boats under six metres (20 feet) in length that legislation could apply to as well as different groups the legislation could apply to. Please indicate which of these you would favour, if any. (Select one per row)

(n=390)



**Results from 2014:  
Q502. Support for legislation, among Small Craft boaters.**

**2014 Results: Agreement with Legislation among Small Craft Boaters**

	Total					Not in Favour	Undecided
	In favour of some legislation	All People On-Board	Just Minors (<18 years)	Just Children (<13 years)	At Least One Person On-Board		
	86%	65%	11%	8%	3%	8%	7%
	86%	67%	10%	7%	3%	8%	7%
	85%	67%	9%	6%	3%	9%	6%
	85%	64%	10%	9%	3%	9%	6%
	89%	77%	5%	3%	4%	6%	5%

Over/Under-indexes compared to total boating population

Small Craft Boaters (n=944)

502. ... Here is a list of different types of small boats under six metres (20 feet) in length that legislation could apply to as well as different groups the legislation could apply to. Please indicate which of these you would favour, if any. (Select one per row)

Appendix:  
LIFEJACKETS MaxDiff Ranked Results

## Q301 – Motivations / Barriers

### Ranked Motivations/Barriers: percent likelihood to be chosen as strongest agreement

1	I know that wearing a Lifejacket is the smart thing to do	9.3	M
2	I wear a lifejacket to be safe	9.1	M
3	If you pick the right lifejacket, you can be comfortable and safer at the same time	9.1	M
4	I wear a lifejacket to ensure I will be there for my family when they need me	8.2	M
5	I want to set a good example for others by wearing a lifejacket	7.8	M
6	I make a point of being prepared for the possibility of falling into cold water, by wearing a lifejacket	7.7	CWM
7	Wearing a lifejacket shows I'm strong enough to do the right thing	7.6	M
8	Wearing a lifejacket lets me focus on having good times with others	7.1	M
9	If I wear a Lifejacket, I can be more confident that nothing will go wrong	7.1	M
10	If someone close to me drowned because he/she was not wearing a lifejacket, boating would never be the same for me	7.1	M
11	Wearing a lifejacket lets me relax	6.8	M
12	A lifejacket gives me better control	6.3	M
13	I feel that those who are close to me want me to wear a lifejacket	6.3	M
14	Others will look up to me for wearing a lifejacket	4.9	M
15	I feel that I am prepared in the event of cold water immersion	4.4	CWB
16	When I wear a lifejacket, I don't need to worry about anything	3.7	M
17	A lifejacket is uncomfortable to wear	3.3	B
18	I don't know anyone who has ever drowned or almost drowned	3.2	B
19	I don't worry about the temperature of the water, as I don't boat during what I consider to be the cold water season	3.2	CWB
20	The lifejackets that I would like are too expensive	3.0	B
21	Wearing a lifejacket lets me push my limits	3.0	M

Point of indifference (random selection of any shown) = 2.5

Q301. Here are some statements that describe how people feel about wearing lifejackets while boating. Which one do you agree with the most and which one do you agree with the least? (Select one)

Lifejackets: Group A only (n=602)

## Q301 – Motivations / Barriers

**Ranked Motivations/Barriers: percent likelihood to be chosen as strongest agreement**

21	I only need to wear a lifejacket in riskier conditions (tippy boat, rough water, at high speeds)	2.9	B
22	I feel I can take more chances when I wear a lifejacket	2.8	M
23	A lifejacket is too hot to wear	2.7	B
24	Wearing a lifejacket interferes with my activity while boating	2.7	B
25	I only need to wear a lifejacket when involved in sports (e.g. waterskiing, wakeboarding)	2.6	B
26	- Point of indifference (random selection of any shown)	2.5	B
27	I tend to go along with what others on the boat are doing – if they wear one, I will too	2.3	B
28	I want to feel the sun on my skin / sun tan and I can't with a lifejacket	2.2	B
29	If something happens where I need a lifejacket, I can always put one on	2.1	B
30	I prefer to use a lifejacket as a cushion / to sit on / as a pillow	2.0	B
31	Lifejackets smell bad	2.0	B
32	Wearing a lifejacket puts a damper on things	2.0	B
33	It's not cool to wear a lifejacket	1.8	B
34	I don't need to set an example for others by wearing a lifejacket, particularly if there are no children around	1.8	B
35	I don't want to be the odd one by wearing a lifejacket	1.7	B
36	I've got good boating skills so I don't need to wear a lifejacket	1.7	CWB
37	I don't think there is anything people can do to improve their chances of surviving immersion in cold water	1.6	CWB
38	I don't think a PFD or lifejacket will help if someone falls into cold water	1.6	CWB
39	I don't need to worry about cold water immersion, as it is unlikely to happen to me	1.5	B
40	Family and friends are looking out for me, so I don't really need to wear a lifejacket	1.5	B
41	It is very unlikely that something serious is going to happen, so there's really no need to wear a lifejacket	1.5	B
42	I don't want others to think I'm scared of water when I wear a lifejacket	1.5	B
43	I'm better off without a lifejacket / I can swim better without one	1.4	B
44	I'm a strong swimmer, so I don't need to wear a lifejacket	1.4	B
45	I don't want others to think I can't swim	1.4	B
46	Wearing a life jacket does not fit with the image I want to project	1.3	B
47	My family / friends don't need to wear lifejackets because I can look out for them	1.1	B
48	There's no real risk when you fall into the water, so wearing a lifejacket isn't really needed	0.9	B

Point of Indifference (random selection of any shown) = 2.5  
 Lifejackets: Group A only (n=602)  
 Q301. Here are some statements that describe how people feel about wearing lifejackets while boating. Which one do you agree with the most and which one do you agree with the least? (Select one)






## Ranked Motivations/Barriers among demographic breaks

Overall Ranked Motivations/Barriers		Gender		Age					Region					
		M	F	18	35	45	55	BC	Pr	On	Qu	Atl	N	
9.3	I know that wearing a lifejacket is the smart thing to do	1	1	1	1	1	1	1	1	1	1	1	1	1
9.1	I wear a lifejacket to be safe	2	3	2	2	3	3	3	2	3	2	2	2	3
9.1	If you pick the right lifejacket, you can be comfortable and safer at the same time	3	2	3	3	2	2	2	3	2	3	3	3	2
8.2	I wear a lifejacket to ensure I will be there for my family when they need me	4	4	4	4	4	4	4	4	4	4	4	4	4
7.8	I want to set a good example for others by wearing a lifejacket	5	6	5	5	5	5	5	7	5	5	5	6	5
7.7	I make a point of being prepared for the possibility of falling into cold water, by wearing a lifejacket	6	7	6	6	7	6	6	5	7	7	7	5	6
7.6	Wearing a lifejacket shows I'm strong enough to do the right thing	7	5	7	7	6	7	7	6	6	6	6	7	7
7.1	Wearing a lifejacket lets me focus on having good times with others	8	10	10	8	8	8	9	8	8	10	8	8	8
7.1	If I wear a lifejacket, I can be more confident that nothing will go wrong	9	9	9	9	9	11	10	9	9	8	9	9	9
7.1	If someone close to me drowned because he/she was not wearing a lifejacket, boating would never be the same for me	10	8	8	10	10	10	8	11	10	9	10	10	10

Q301. ...Which one do you agree with the most and which one do you agree with the least?  
(Select one )

Lifejackets: Group A only (n=602)

## Ranked Motivations/Barriers among key subgroups

Overall Ranked Motivations/Barriers	Boaters					Parents			Swimming Level		
						<18	Non	Tot	Str	Wk	Un
9.3 I know that wearing a lifejacket is the smart thing to do	1	1	1	1	1	1	1	1	1	1	1
9.1 I wear a lifejacket to be safe	2	3	3	3	3	2	3	2	3	2	3
9.1 If you pick the right lifejacket, you can be comfortable and safer at the same time	3	2	2	2	2	3	2	3	2	3	2
8.2 I wear a lifejacket to ensure I will be there for my family when they need me	4	4	4	4	4	4	4	4	4	4	4
7.8 I want to set a good example for others by wearing a lifejacket	5	5	5	5	5	5	5	5	5	5	5
7.7 I make a point of being prepared for the possibility of falling into cold water, by wearing a lifejacket	6	6	7	6	7	7	6	6	6	7	6
7.6 Wearing a lifejacket shows I'm strong enough to do the right thing	7	7	6	7	8	6	7	7	7	6	8
7.1 Wearing a lifejacket lets me focus on having good times with others	8	8	9	10	9	8	10	9	10	8	7
7.1 If I wear a lifejacket, I can be more confident that nothing will go wrong	9	10	9	9	6	9	9	8	9	9	10
7.1 If someone close to me drowned because he/she was not wearing a lifejacket, boating would never be the same for me	10	10	8	8	8	10	8	10	8	10	11

Q301. ...Which one do you agree with the most and which one do you agree with the least?  
(Select one )

Lifejackets: Group A only (n=602)

## Q302 – Communications Messages

### Ranked Communication Statements: percent likelihood to be chosen as most convincing

- |    |   |     |
|----|---|-----|
| 1  | A lifejacket buys you time to be rescued if you fall out of your boat. It may be impossible to get back into your boat if it has swamped or capsized, and it may be too far to successfully swim to shore. Wearing a lifejacket will keep your head above water to survive until you are rescued.                                       | 8.8 |
| 2  | Being a good swimmer will not save you from the effects of cold water. Your muscles will begin to lose the capability for meaningful movement in approximately 10 minutes. Then you will gradually lose your ability to swim, your head will begin to slip under the water, and if you are not wearing a lifejacket you will drown      | 8.1 |
| 3  | You can't control the "shock effect" of falling unexpectedly into cold water. It causes a gasping reflex you can't control. You may inhale water and drown within 1 minute if you are not wearing a lifejacket.   | 7.9 |
| 4  | It is a lot harder and more dangerous to try to swim to shore without a lifejacket than you think, if you fall out of a boat or it capsizes/swamps. The distance is often further than you think; it is hard to swim with clothes on or in rough water; and as fatigue sets in your swimming effectiveness is reduced.                  | 7.9 |
| 5  | Even in really cold water, you will remain conscious for 1 hour or so, even if you can no longer move your muscles to swim. Wearing a lifejacket will keep your head above water so you can survive without swimming until you are rescued.   | 7.8 |
| 6  | You may not be able to control the "shock effect" of unexpectedly falling into deep water, even on a warm or hot summer day. The surprise may cause you to gasp, inhale water and drown within 1 minute if you are not wearing a lifejacket.  | 7.7 |
| 7  | It is very difficult to put on a lifejacket after you fall into the water. If you aren't already wearing it, it may not save you if you unexpectedly fall in and need it.   | 7.2 |
| 8  | New-style lifejackets are much more comfortable to wear. Collar-style inflatable lifejackets are very light and only inflate when you need them to. Paddling-style lifejackets, designed for ease of activities such as paddling and casting, have 6-way adjustments to your body size and shape, making them as comfortable as a vest. | 6.6 |
| 9  | By not wearing your lifejacket, you are setting a bad example, by showing children it is OK to go without a lifejacket.   | 5.9 |
| 10 | It will give your family & friends welcome peace of mind if you wear your lifejacket more often.  | 5.8 |

Point of indifference (random selection of any shown) = 3.3

Q302. Here are some statements about wearing lifejackets while boating. Which one do you feel convinces you the most to wear a lifejacket more often and which one applies the least? (Select one)

Lifejackets: Group A only (n=602)



## Ranked Communications Statements among demographic breaks

Overall Ranked Communication Statements	Gender		Age					Region				
	M	F	18	35	45	55	BC	Pr	On	Qu	Atl	N
<b>A lifejacket buys you time to be rescued if you fall out of your boat. It may be impossible to get back into your boat if it has swamped or capsized, and it may be too far to successfully swim to shore. Wearing a lifejacket will keep your head above water to survive until you are rescued.</b>	1	1	1	1	1	1	1	1	1	1	1	1
<b>Being a good swimmer will not save you from the effects of cold water. Your muscles will begin to lose the capability for meaningful movement in approximately 10 minutes. Then you will gradually lose your ability to swim, your head will begin to slip under the water, and if you are not wearing a lifejacket you will drown.</b>	2	2	2	2	2	2	2	3	2	2	3	2
<b>You can't control the "shock effect" of falling unexpectedly into cold water. It causes a gasping reflex you can't control. You may inhale water and drown within 1 minute if you are not wearing a lifejacket.</b>	3	4	3	4	4	3	5	2	4	3	4	3
<b>It is a lot harder and more dangerous to try to swim to shore without a lifejacket than you think, if you fall out of a boat or it capsizes/swamps. The distance is often further than you think; it is hard to swim with clothes on or in rough water; and as fatigue sets in your swimming effectiveness is reduced.</b>	4	3	4	5	3	4	4	5	3	6	2	4
<b>Even in really cold water, you will remain conscious for 1 hour or so, even if you can no longer move your muscles to swim. Wearing a lifejacket will keep your head above water so you can survive without swimming until you are rescued.</b>	5	5	5	3	5	5	3	4	6	4	6	5

Q302. Here are some statements about wearing lifejackets while boating. Which one do you feel convinces you the most to wear a lifejacket more often and which one applies the least? (Select one)

Lifejackets: Group A only (n=602)

## Q303 – Communications Facts

## Ranked Communication Facts: percent likelihood to be chosen as most convincing

- |   |   |     |
|---|---|-----|
| 1 | 80% of people who drown while boating were not wearing a lifejacket and they could have survived if they were.  | 8.8 |
| 2 | 70% of boating fatality victims were with other people (ie. not alone), who were NOT able to rescue them.   | 8.1 |
| 3 | In a controlled "test" of fishermen who fell out of their small powerboat, 1000 metres from shore, fully clothed, not wearing a lifejacket, and tried to swim to shore, 7 out of 10 did not make it.  | 7.9 |
| 4 | You may unexpectedly and suddenly, end up in the water due to swamping, capsizing or falling overboard, because of external factors beyond your control such as careless / inattentive / distracted driving of a boat by "the other guy"; e.g. your boat has to suddenly swerve, or another powerboat or personal watercraft runs over/collides with your canoe/kayak, pedal boat or powerboat. | 7.8 |
| 5 | You may unexpectedly and suddenly, end up in the water due to swamping, capsizing or falling overboard, because of external factors beyond your control such as unknown or unexpected rocks, submerged/partially floating logs, tree stumps or other obstacles in the water that you do not see   | 7.8 |
| 6 | You may unexpectedly and suddenly, end up in the water due to swamping, capsizing or falling overboard, because of external factors beyond your control such as rough water, due to rapid changes in weather or unexpected effects of waves from other boats.   | 7.8 |
| 7 | In a controlled "test", 5 out of 10 boaters were unable to properly put their lifejacket on within 5 minutes, in rough water, AFTER they fell into the water, even though they had it with them.  | 7.5 |
| 8 | Over 125 Canadian boaters drown each year, on average. It does happen and it could happen to you.   | 7.5 |
| 9 | Over 50% of drownings happen on calm, sunny days.   | 7.2 |

Point of indifference (random selection of any shown) = 3.3

Q303. Here are some facts about wearing lifejackets while boating. Which one do you feel convinces you the most to wear a lifejacket more often and which one convinces you the least? (Select one)







Lifejackets: Group A only (n=602)

# Ipsos Ranked Communications Facts among demographic breaks

Overall Ranked Communication Facts	Gender		Age					Region				
	M	F	18	35	45	55	BC	Pr	On	Qu	Atl	N
8.8 80% of people who drown while boating were not wearing a lifejacket and they could have survived if they were.	1	1	1	1	1	1	1	1	1	1	1	1
8.1 70% of boating fatality victims were with other people (i.e. not alone), who were NOT able to rescue them.	3	2	3	2	2	6	2	4	2	2	2	2
7.9 In a controlled "test" of fishermen who fell out of their small powerboat, 1000 metres from shore, fully clothed, not wearing a lifejacket, and tried to swim to shore, 7 out of 10 did not make it.	2	3	2	3	6	5	3	2	3	3	3	3
You may unexpectedly and suddenly, end up in the water due to swamping, capsizing or falling overboard, because of external factors beyond your control such as careless / inattentive / distracted driving of a boat by "the other guy"; e.g. your boat has to suddenly swerve, or another powerboat or personal watercraft runs over/collides with your canoe/kayak, pedal boat or powerboat.	5	5	7	4	3	3	6	6	4	4	4	7
You may unexpectedly and suddenly, end up in the water due to swamping, capsizing or falling overboard, because of external factors beyond your control such as unknown or unexpected rocks, submerged/partially floating logs, tree stumps or other obstacles in the water that you do not see.	4	6	6	5	5	2	4	3	6	5	5	5
You may unexpectedly and suddenly, end up in the water due to swamping, capsizing or falling overboard, because of external factors beyond your control such as rough water, due to rapid changes in weather or unexpected effects of waves from other boats.	6	4	5	6	4	4	5	5	5	6	6	6

Q303...Which one do you feel convinces you the most to wear a lifejacket more often and which one convinces you the least? (Select one) Lifejackets: Group A only (n=602)

## Ranked Communications Facts among key subgroups

Overall Ranked Communication Facts	Boaters						Parents			Swimming Level		
							<18	Non	Tot	Str	Wk	Un
	1	2	3	4	5	6	1	2	3	1	2	3
8.8 80% of people who drown while boating were not wearing a lifejacket and they could have survived if they were.	1	1	1	1	1	1	1	1	1	1	1	1
8.1 70% of boating fatality victims were with other people (i.e. not alone), who were NOT able to rescue them.	2	2	2	2	2	2	2	3	2	2	2	2
7.9 In a controlled "test" of fishermen who fell out of their small powerboat, 1000 metres from shore, fully clothed, not wearing a lifejacket, and tried to swim to shore, 7 out of 10 did not make it.	3	4	6	7	5	3	2	3	3	3	3	3
7.9 You may unexpectedly and suddenly, end up in the water due to swamping, capsizing or falling overboard, because of external factors beyond your control such as careless / inattentive / distracted driving of a boat by "the other guy"; e.g. your boat has to suddenly swerve, or another powerboat or personal watercraft runs over/collides with your canoe/kayak, pedal boat or powerboat.	4	6	4	5	6	4	6	4	4	4	5	7
7.8 You may unexpectedly and suddenly, end up in the water due to swamping, capsizing or falling overboard, because of external factors beyond your control such as unknown or unexpected rocks, submerged/partially floating logs, tree stumps or other obstacles in the water that you do not see.	5	3	5	4	3	6	4	5	6	4	5	5
7.7 You may unexpectedly and suddenly, end up in the water due to swamping, capsizing or falling overboard, because of external factors beyond your control such as rough water, due to rapid changes in weather or unexpected effects of waves from other boats.	6	5	3	6	4	5	5	6	5	6	6	4

Q303... Which one do you feel convinces you the most to wear a lifejacket more often and which one convinces you the least? (Select one) Lifejackets: Group A only (n=602)

Appendix:  
CONSUMING ALCOHOL WHILE BOATING MaxDiff Ranked Results

## Q401 – Motivations / Barriers (1 of 2)

Ipsos

### Ranked Motivations/Barriers: percent likelihood to be chosen as strongest agreement

1	Drinking and operating a boat puts those I care about at risk	8.5	M
2	I am more likely to avoid problems if I don't drink and operate a boat	8.4	M
3	Boating would never be the same for me if someone close to me died because I was drinking while operating a boat	8.3	M
4	I don't need to drink to have a good time; boating is a natural high	8.2	M
5	I don't want the pain I would feel if I knew I killed someone because I was drinking while operating a boat	8.2	M
6	I want to set a good example for children by not drinking when operating a boat	7.8	M
7	I want to set a good example for teenagers by not drinking when operating a boat	7.6	M
8	I show others that I care about them by avoiding alcoholic beverages while boating	7.6	M
9	Those who are 'in the know' always avoid alcoholic beverages while operating a boat	7.5	M
10	I wouldn't drink while operating a boat if I knew that I could lose my automobile driver's license for impaired operation of a boat	6.2	M
11	I always try to have a designated driver/skipper' if we are drinking while boating	6.2	M
12	Others will look up to me for avoiding alcoholic beverages while operating a boat	5.9	M
13	I have more energy when I don't drink while boating	5.7	B
14	I don't know anyone who has died or had a close call due to drinking and boating	4.7	M
15	I wouldn't drink while operating a boat if there was more enforcement of drinking & boating laws and a bigger chance of getting caught.	3.6	M
16	It is perfectly fine to drink in a boat as long as the operator doesn't have too much to drink	2.6	B

Point of indifference (random selection of any shown) = 2.5

Q401. Here are some statements that describe how people feel about drinking alcoholic beverages while operating a boat. Which one do you agree with the most and which one do you agree with the least? (Select one)

Alcohol: Group B only (n=602)

## Q401 – Motivations / Barriers (2 of 2)

*All of these statements are below the “point of indifference” (2.5)*

### Ranked Motivations/Barriers: percent likelihood to be chosen as strongest agreement

17	Having a drink while boating is part of having a good time	2.4	B
18	It's not illegal to drink while operating a boat	2.3	B
19	It is easy to get away with drinking alcoholic beverages and operating a boat because erratic driving isn't as obvious as on the road	2.3	B
20	It is not dangerous to drink in a boat when you are just drifting or floating around without the motor on.	2.1	B
21	The risk of a collision in a boat is very low, even if you have been drinking	2.1	B
22	You can see what's coming when you are in a boat and can avoid problems, even if you've been drinking alcoholic beverages	2.0	B
23	I don't want to worry about the rules when I'm out in a boat having a good time	2.0	B
24	I don't worry about drinking and operating a boat because the risk of getting caught is very low	1.9	B
25	Drinking while boating is part of how I connect with friends	1.9	B
26	Just a few drinks will have no impact on my ability to operate a boat	1.9	B
27	Serving alcoholic beverages while boating is how I show others a good time	1.9	B
28	It's normal / acceptable to drink while boating	1.9	B
29	Operating a boat doesn't require as much attention as driving a car	1.8	B
30	The worst that will happen if you are stopped for drinking and operating a boat is that you will get a warning	1.7	B
31	It is more exciting to drive or ride in a boat after a drink or two	1.7	B
32	Providing alcohol to others while boating is part of how I show I care for them	1.7	B
33	It's my boat and I'll drink alcoholic beverages if I want to	1.5	B

Point of indifference (random selection of any shown) = 2.5

Q401. Here are some statements that describe how people feel about drinking alcoholic beverages while operating a boat. Which one do you agree with the most and which one do you agree with the least? (Select one)

Alcohol: Group B only (n=602)

## Ipsos Ranked Motivations/Barriers among demographic breaks





Overall Ranked Motivations/Barriers	Gender		Age					Region				
	M	F	18	35	45	55	BC	Pr	On	Qu	Atl	N
	2	1	3	1	2	1	1	2	1	1	2	4
8.5 Drinking and operating a boat puts those I care about at risk	2	1	3	1	2	1	1	2	1	1	2	4
8.4 I am more likely to avoid problems if I don't drink and operate a boat	1	2	4	2	1	2	3	1	3	2	5	3
8.3 Boating would never be the same for me if someone close to me died because I was drinking while operating a boat	3	4	1	4	3	4	2	3	2	5	4	1
8.2 I don't need to drink to have a good time; boating is a natural high	4	5	5	3	5	3	5	4	5	3	3	5
8.2 I don't want the pain I would feel if I knew I killed someone because I was drinking while operating a boat	5	3	2	5	4	6	4	5	4	4	1	2
7.8 I want to set a good example for children by not drinking when operating a boat	6	6	6	6	6	8	6	6	6	7	6	6
7.6 I want to set a good example for teenagers by not drinking when operating a boat	7	7	7	7	7	9	7	8	7	8	7	8
7.6 I show others that I care about them by avoiding alcoholic beverages while boating	8	8	9	8	8	5	9	7	8	6	8	9
7.5 Those who are 'in the know' always avoid alcoholic beverages while operating a boat	9	9	8	9	9	7	8	9	9	9	9	7
6.2 I wouldn't drink while operating a boat if I knew that I could lose my automobile driver's license for impaired operation of a boat	10	11	11	10	10	12	11	11	10	11	12	10

Q401. Here are some statements that describe how people feel about drinking alcoholic beverages while operating a boat. Which one do you agree with the most and which one do you agree with the least? (Select one)

Alcohol: Group B only (n=602)



## Ranked Motivations/Barriers among key subgroups

Overall Ranked Motivations/Barriers	Boaters				Parents			Swimming Level		
					<18	Non	Tot	Str	Wk	Un
8.5 Drinking and operating a boat puts those I care about at risk	1	2	2	4	1	2	1	1	1	1
8.4 I am more likely to avoid problems if I don't drink and operate a boat	2	1	1	3	3	2	1	2	2	3
8.3 Boating would never be the same for me if someone close to me died because I was drinking while operating a boat	3	3	3	2	2	3	3	3	3	5
8.2 I don't need to drink to have a good time; boating is a natural high	4	5	5	1	5	5	5	5	4	5
8.2 I don't want the pain I would feel if I knew I killed someone because I was drinking while operating a boat	5	4	4	5	4	4	4	4	5	4
7.8 I want to set a good example for children by not drinking when operating a boat	6	6	6	6	6	6	6	6	6	8
7.6 I want to set a good example for teenagers by not drinking when operating a boat	7	7	7	7	7	7	9	7	7	9
7.6 I show others that I care about them by avoiding alcoholic beverages while boating	8	8	8	8	8	7	8	8	8	7
7.5 Those who are 'in the know' always avoid alcoholic beverages while operating a boat	9	9	9	9	9	9	8	9	9	4
6.2 I wouldn't drink while operating a boat if I knew that I could lose my automobile driver's license for impaired operation of a boat	10	11	10	11	10	10	10	10	10	12

Q401. Here are some statements that describe how people feel about drinking alcoholic beverages while operating a boat. Which one do you agree with the most and which one do you agree with the least? (Select one)

Alcohol: Group B only (n=602)

## Q402 – Communications Messages

## Ranked Communication Statements: percent likelihood to be chosen as most convincing

- |   |   |     |
|---|---|-----|
| 1 | <b>Impaired boating is impaired driving, just like being impaired from drinking while driving a car. If you get caught impaired and operating a boat, it will result in heavy fines, criminal charges, a criminal record, jail time and seizing of your boat.</b> | 9.0 |
| 2 | <b>You will have to live with the pain and guilt of knowing you killed someone you love, if you kill someone while operating a boat after drinking.</b>   | 8.5 |
| 3 | <b>The legal consequences of being caught drinking and operating your boat could also be applied to driving your car, i.e. your road driving license would be suspended.</b>  | 8.5 |
| 4 | <b>Enforcement and the risk of getting caught drinking and operating your boat is increasing... more police spot checks, more unmarked patrol boats, more 9-1-1 calls reporting impaired boaters</b>  | 7.4 |
| 5 | <b>The influence of alcohol can be much worse in a boat than on land due to the effects of sun, wind, waves, motion, darkness and weather. You greatly increase the chances of killing someone you care about, if you operate a boat after drinking.</b>          | 7.2 |
| 6 | <b>By drinking and operating a boat, you are setting a bad example, by showing children and young adults you boat with that it is OK to drink and drive a boat.</b>   | 6.9 |
| 7 | <b>By having a designated driver/skipper when out in a boat with friends/family, you can reduce the risk of having a drinking and boating accident or getting caught for impaired boating.</b>  | 6.7 |

Point of indifference (random selection of any shown) = 3.3

Q402. Here are some statements about drinking alcoholic beverages while boating. Which one do you feel convinces you the most to not drink while operating a boat and which one convinces you the least? (Select one)






Alcohol: Group B only (n=602)

# Ipsos Ranked Communications Statements among demographic breaks

Overall Ranked Communication Statements	Gender		Age					Region				
	M	F	18	35	45	55	BC	Pr	On	Qu	Atl	N
Impaired boating is impaired driving, just like being impaired from drinking while driving a car. If you get caught impaired and operating a boat, it will result in heavy fines, criminal charges, a criminal record, jail time and seizing of your boat.	1	1	1	1	1	1	1	1	1	1	1	1
You will have to live with the pain and guilt of knowing you killed someone you love, if you kill someone while operating a boat after drinking.	2	3	3	3	2	2	2	3	3	3	2	3
The legal consequences of being caught drinking and operating your boat could also be applied to driving your car, i.e. your road driving license would be suspended.	3	2	2	2	3	3	3	2	2	2	3	2
Enforcement and the risk of getting caught drinking and operating your boat is increasing... more police spot checks, more unmarked patrol boats, more 9-1-1 calls reporting impaired boaters	4	5	4	4	5	6	5	4	4	4	6	4
The influence of alcohol can be much worse in a boat than on land due to the effects of sun, wind, waves, motion, darkness and weather. You greatly increase the chances of killing someone you care about, if you operate a boat after drinking.	5	4	5	5	4	4	4	5	5	5	4	6
By drinking and operating a boat, you are setting a bad example, by showing children and young adults you boat with that it is OK to drink and drive a boat.	6	6	7	6	7	5	6	6	6	7	5	5
By having a designated driver/skipper when out in a boat with friends/family, you can reduce the risk of having a drinking and boating accident or getting caught for impaired boating.	7	7	6	7	6	7	7	7	7	6	7	7

Q402. ... Which one do you feel convinces you the most to not drink while operating a boat and which one convinces you the least? (Select one) Alcohol: Group B only (n=602)

## Ranked Communications Statements among key subgroups

Overall Ranked Communication Statements		Boaters					Parents			Swimming Level		
							<18	Non	Tot	Str	Wk	Un
9.0	Impaired boating is impaired driving, just like being impaired from drinking while driving a car. If you get caught impaired and operating a boat, it will result in heavy fines, criminal charges, a criminal record, jail time and seizing of your boat.	1	1	1	1	1	1	1	1	1	1	1
8.5	You will have to live with the pain and guilt of knowing you killed someone you love, if you kill someone while operating a boat after drinking.	2	2	2	2	2	2	2	2	2	2	3
8.5	The legal consequences of being caught drinking and operating your boat could also be applied to driving your car, i.e. your road driving license would be suspended.	3	3	3	3	3	3	3	3	3	3	2
7.4	Enforcement and the risk of getting caught drinking and operating your boat is increasing... more police spot checks, more unmarked patrol boats, more 9-1-1 calls reporting impaired boaters	4	4	4	4	4	4	4	4	4	4	4
7.2	The influence of alcohol can be much worse in a boat than on land due to the effects of sun, wind, waves, motion, darkness and weather. You greatly increase the chances of killing someone you care about, if you operate a boat after drinking.	5	5	5	5	5	5	5	5	5	5	5
6.9	By drinking and operating a boat, you are setting a bad example, by showing children and young adults you boat with that it is OK to drink and drive a boat.	6	6	6	6	6	6	6	6	6	6	6
6.7	By having a designated driver/skipper when out in a boat with friends/family, you can reduce the risk of having a drinking and boating accident or getting caught for impaired boating.	7	7	7	7	7	7	7	7	7	7	7

Q402. ...Which one do you feel convinces you the most to not drink while operating a boat and which one convinces you the least? (Select one) Alcohol: Group B only (n=602)

## Q403 – Communications Facts

**Ranked Communication Facts: percent likelihood to be chosen as most convincing**

- |   |   |     |
|---|---|-----|
| 1 | Impaired driving laws in Canada apply to driving a boat as well as to driving a car on the road.  | 8.5 |
| 2 | It is illegal to operate any boat while impaired (i.e., with a blood alcohol level over .08).   | 8.4 |
| 3 | Alcohol is involved in more than 40% of boating fatalities.   | 7.9 |
| 4 | It is illegal for boat operators or passengers to consume alcoholic beverages when the boat is moving / underway on any recreational boat.  | 7.4 |
| 5 | In a controlled "test", boaters were tested who had been drinking but were NOT impaired (blood alcohol levels between .030 and .049 BAC). ALL of them were able to operate a small outboard motorboat to navigate safely/correctly through an obstacle course before drinking. NONE of them were able to safely/correctly navigate through the same obstacle course after drinking. | 7.2 |
| 6 | It is illegal to consume alcoholic beverages on any boat that is anchored or docked unless the boat is equipped as a residence, with cooking, sleeping and sanitation facilities.   | 6.1 |
| 7 | It is illegal to carry open alcoholic beverages on a boat unless the boat is equipped with cooking, sleeping and sanitation facilities.   | 6.0 |

Point of indifference (random selection of any shown) = 3.3

Q403. Here are some facts about drinking alcoholic beverages while boating. Which one do you feel convinces you the most to not drink while operating a boat and which one convinces you the least? (Select one)





Alcohol: Group B only (n=602)

# Ipsos Ranked Communications Facts among demographic breaks

Overall Ranked Communication Facts	Gender		Age					Region				
	M	F	18	35	45	55	BC	Pr	On	Qu	Atl	N
8.5 Impaired driving laws in Canada apply to driving a boat as well as to driving a car on the road.	1	1	1	1	1	1	1	1	2	1	2	1
8.4 It is illegal to operate any boat while impaired (i.e., with a blood alcohol level over .08).	2	2	2	2	2	2	2	2	1	2	1	2
7.9 Alcohol is involved in more than 40% of boating fatalities.	3	3	3	3	3	3	3	3	3	3	3	3
7.4 It is illegal for boat operators or passengers to consume alcoholic beverages when the boat is moving / underway on any recreational boat.	4	4	5	4	4	4	5	5	4	4	4	4
7.2 In a controlled "test", boaters were tested who had been drinking but were NOT impaired (blood alcohol levels between .030 and .049 BAC). ALL of them were able to operate a small outboard motorboat to navigate safely/correctly through an obstacle course before drinking. NONE of them were able to safely/correctly navigate through the same obstacle course after drinking.	5	5	4	5	5	5	4	4	5	5	5	5
6.1 It is illegal to consume alcoholic beverages on any boat that is anchored or docked unless the boat is equipped as a residence, with cooking, sleeping and sanitation facilities.	6	6	6	6	6	7	7	6	6	6	6	7
6.0 It is illegal to carry open alcoholic beverages on a boat unless the boat is equipped with cooking, sleeping and sanitation facilities.	7	7	7	7	7	6	6	7	7	7	7	6

Q403. ... Which one do you feel convinces you the most to not drink while operating a boat and which one convinces you the least? (Select one) Alcohol: Group B only (n=602)

## Ranked Communications Facts among key subgroups

Overall Ranked Communication Facts	Boaters				Parents			Swimming Level		
					<18	Non	Tot	Str	Wk	Un
8.5 Impaired driving laws in Canada apply to driving a boat as well as to driving a car on the road.	1	1	1	3	1	1	1	1	1	1
8.4 It is illegal to operate any boat while impaired (i.e., with a blood alcohol level over .08).	2	2	2	1	2	2	2	2	2	2
7.9 Alcohol is involved in more than 40% of boating fatalities.	3	3	3	2	3	3	3	3	3	3
7.4 It is illegal for boat operators or passengers to consume alcoholic beverages when the boat is moving / underway on any recreational boat.	4	4	4	4	5	4	4	4	5	4
7.2 In a controlled "test", boaters were tested who had been drinking but were NOT impaired (blood alcohol levels between .030 and .049 BAC). ALL of them were able to operate a small outboard motorboat to navigate safely/correctly through an obstacle course before drinking. NONE of them were able to safely/correctly navigate through the same obstacle course after drinking.	5	5	5	4	4	4	5	4	4	5
6.1 It is illegal to consume alcoholic beverages on any boat that is anchored or docked unless the boat is equipped as a residence, with cooking, sleeping and sanitation facilities.	6	6	6	6	7	6	6	6	6	6
6.0 It is illegal to carry open alcoholic beverages on a boat unless the boat is equipped with cooking, sleeping and sanitation facilities.	7	7	7	7	6	7	7	7	7	7

Q403. ... Which one do you feel convinces you the most to not drink while operating a boat and which one convinces you the least? (Select one) Alcohol: Group B only (n=602)

## Appendix: Future Intent

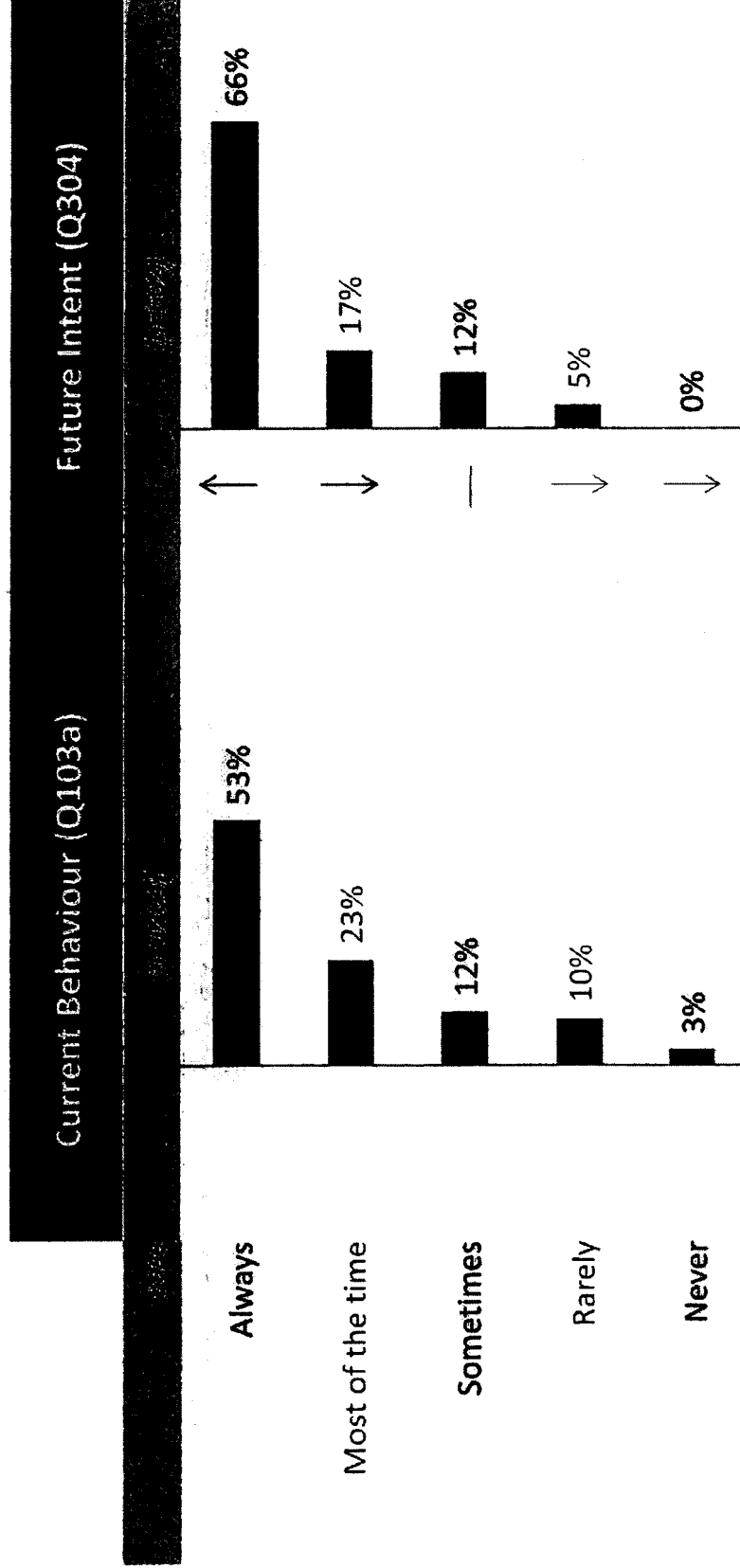




### 304. Future intent to wear a lifejacket after MaxDiff exercise

Comparing Total Sample at Q103a with Group B responses at Q304

#### Future Intent to Wear a Lifejacket



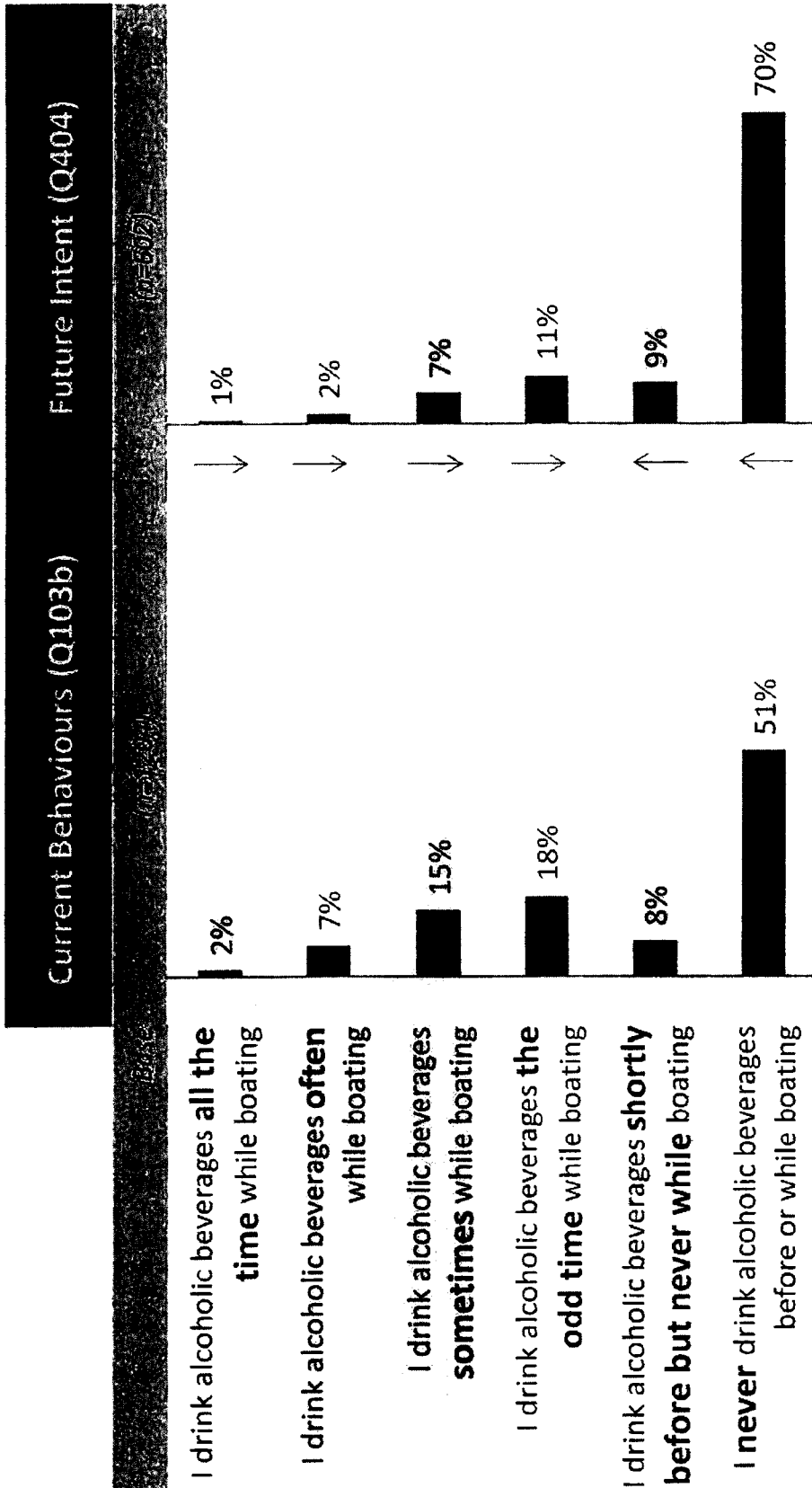
304. How often do you think you will wear a lifejacket when in a boat in the future?  
(Select one)



## 404. Future intent to drink alcohol while boating after MaxDiff exercise

Comparing Total Sample at Q103b with Group B responses at Q404

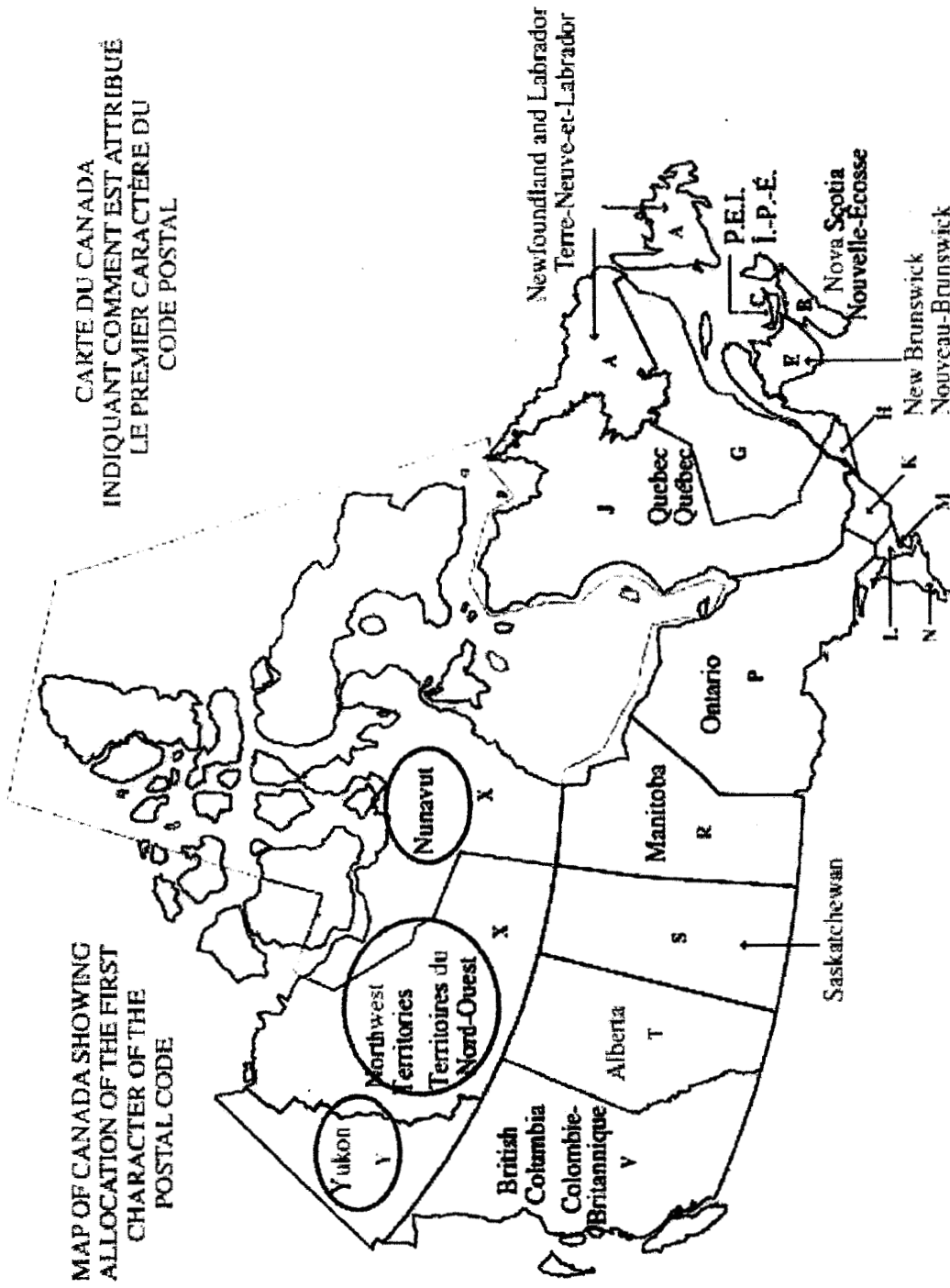
### Future Intent to Drink Alcohol while Boating



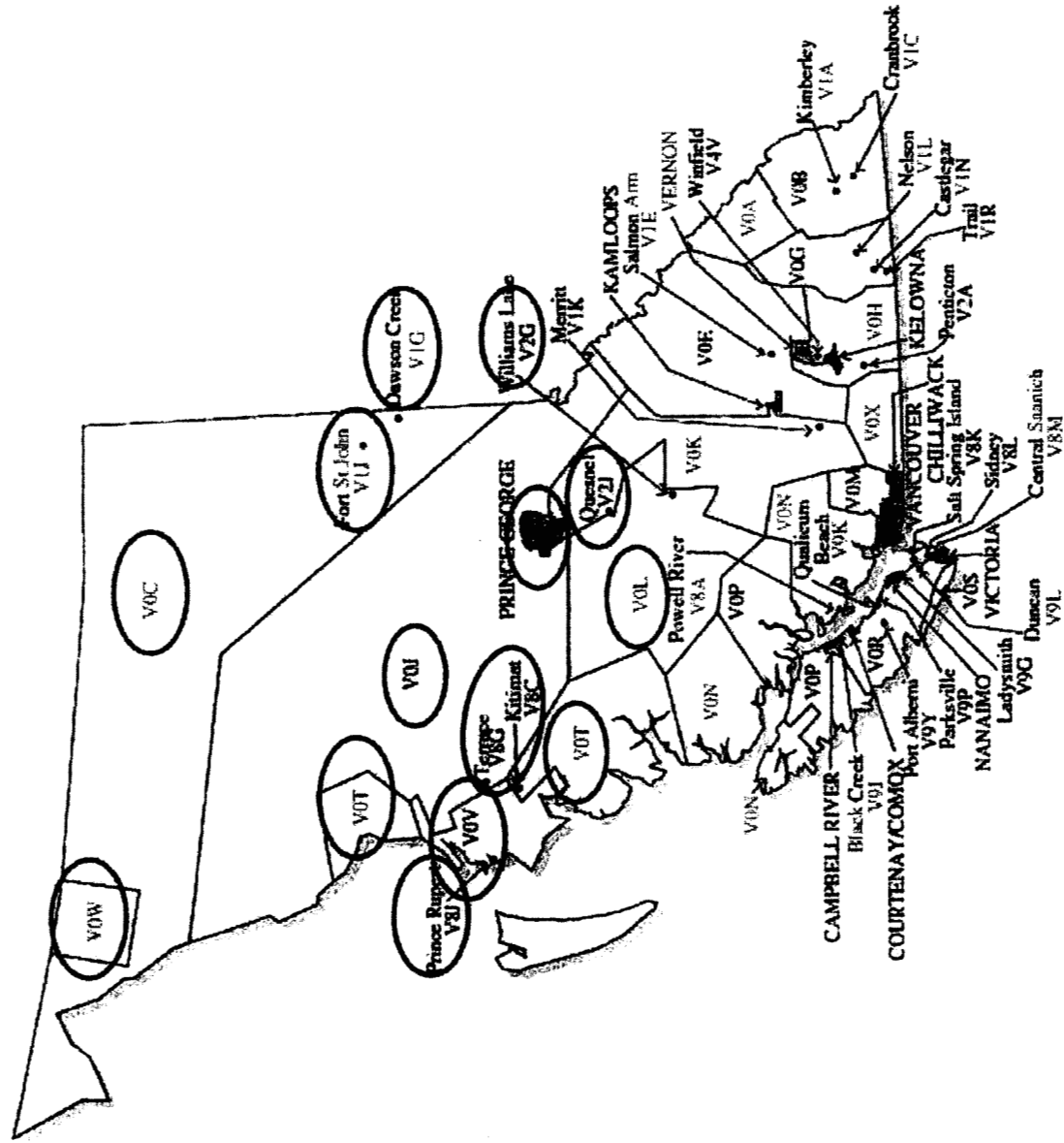
404. Which of the following would best describe how you will behave when operating a boat in the future? (Select one)

## Appendix: Areas defined as Northern Canada

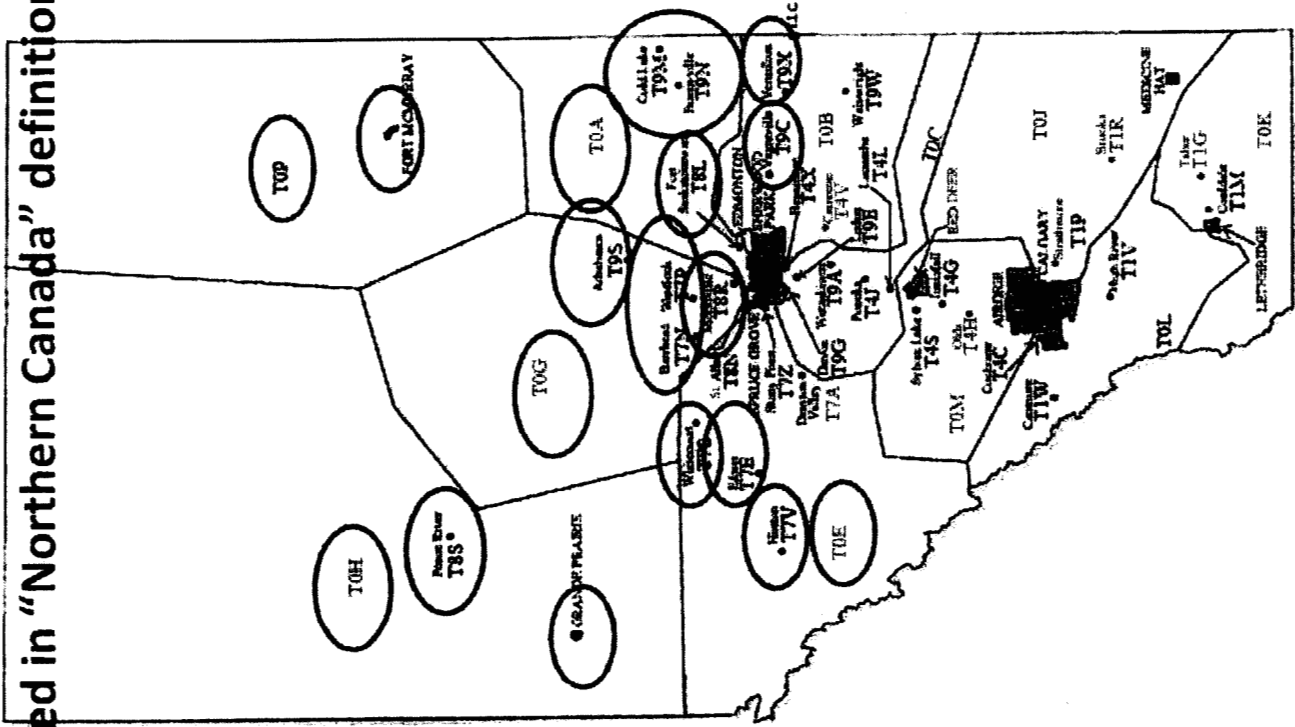
# Areas included in "Northern Canada" definition



# Areas included in "Northern Canada" definition – British Columbia



# Areas included in "Northern Canada" definition – Alberta



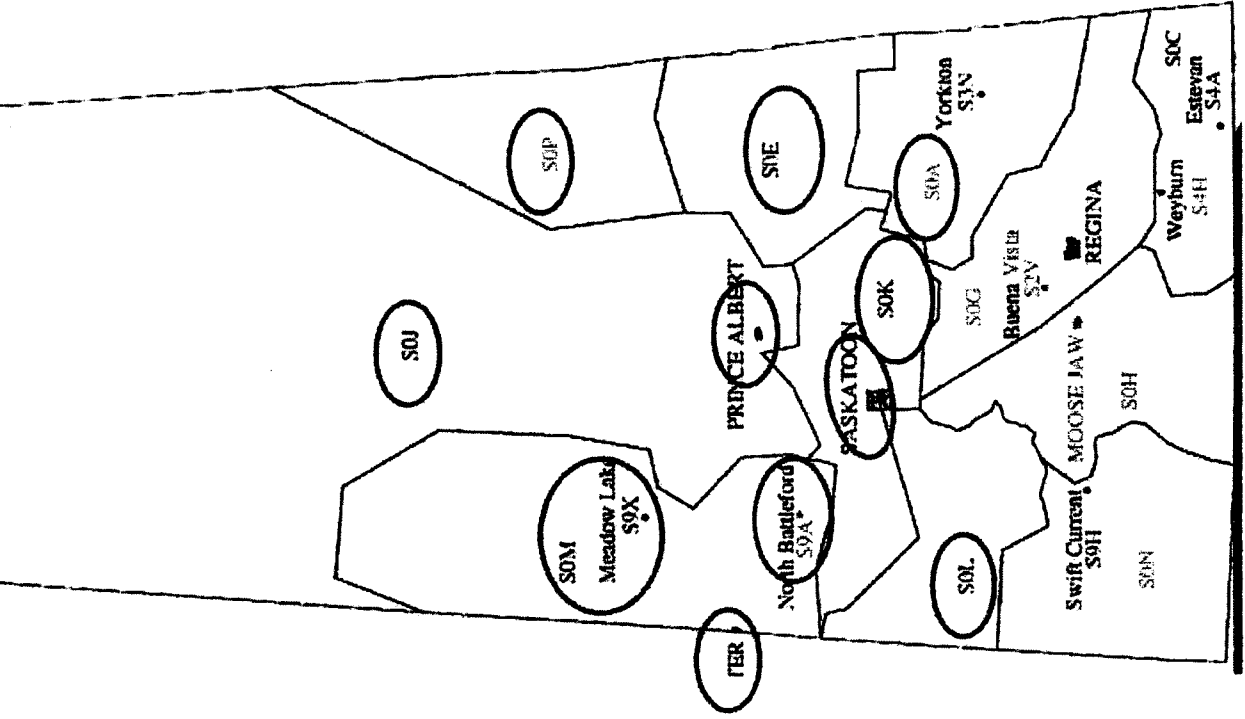
**Exclusions:**

- Edmonton
- Calgary
- Red Deer

Source: Canada Post



# Areas included in "Northern Canada" definition – Saskatchewan

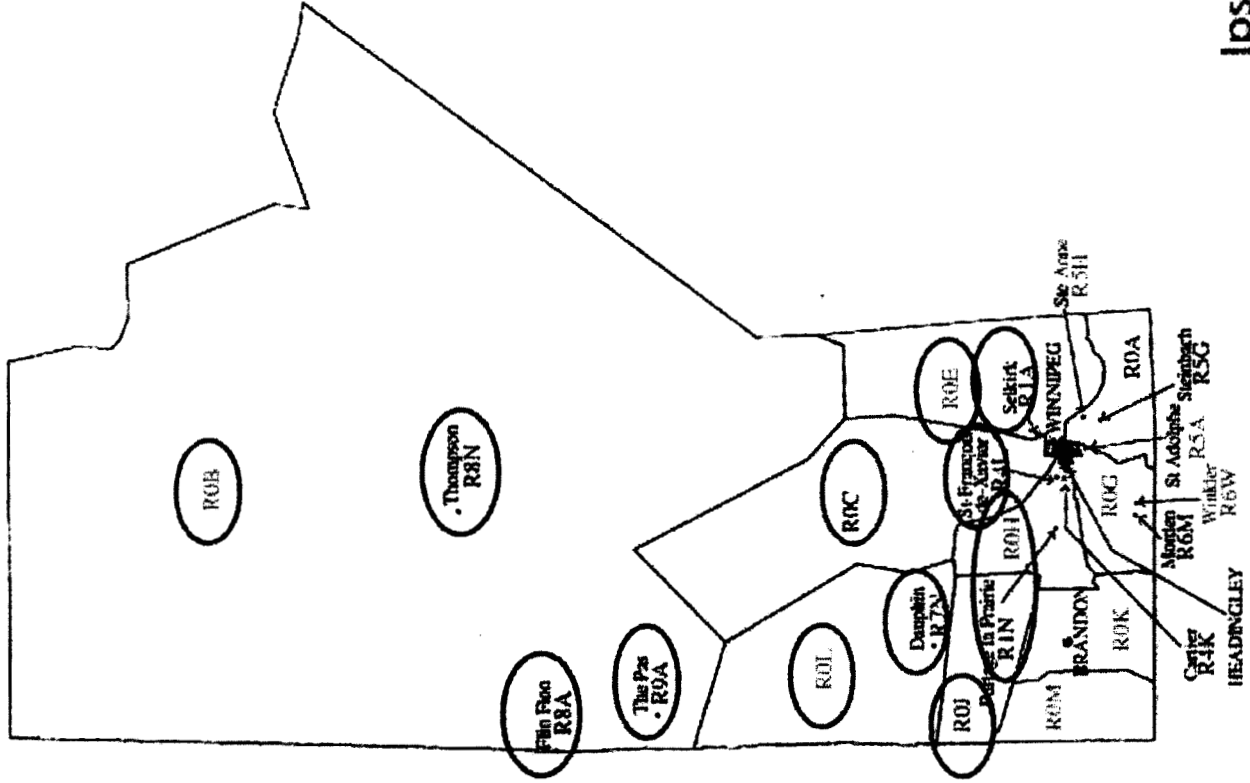


### Exclusions:

- Regina
- Anything along (south) Trans Canada Hwy

Source: Canada Post

# Areas included in "Northern Canada" definition – Manitoba



**Exclusions:**

- Winnipeg
- Anything along (south) Trans Canada Hwy

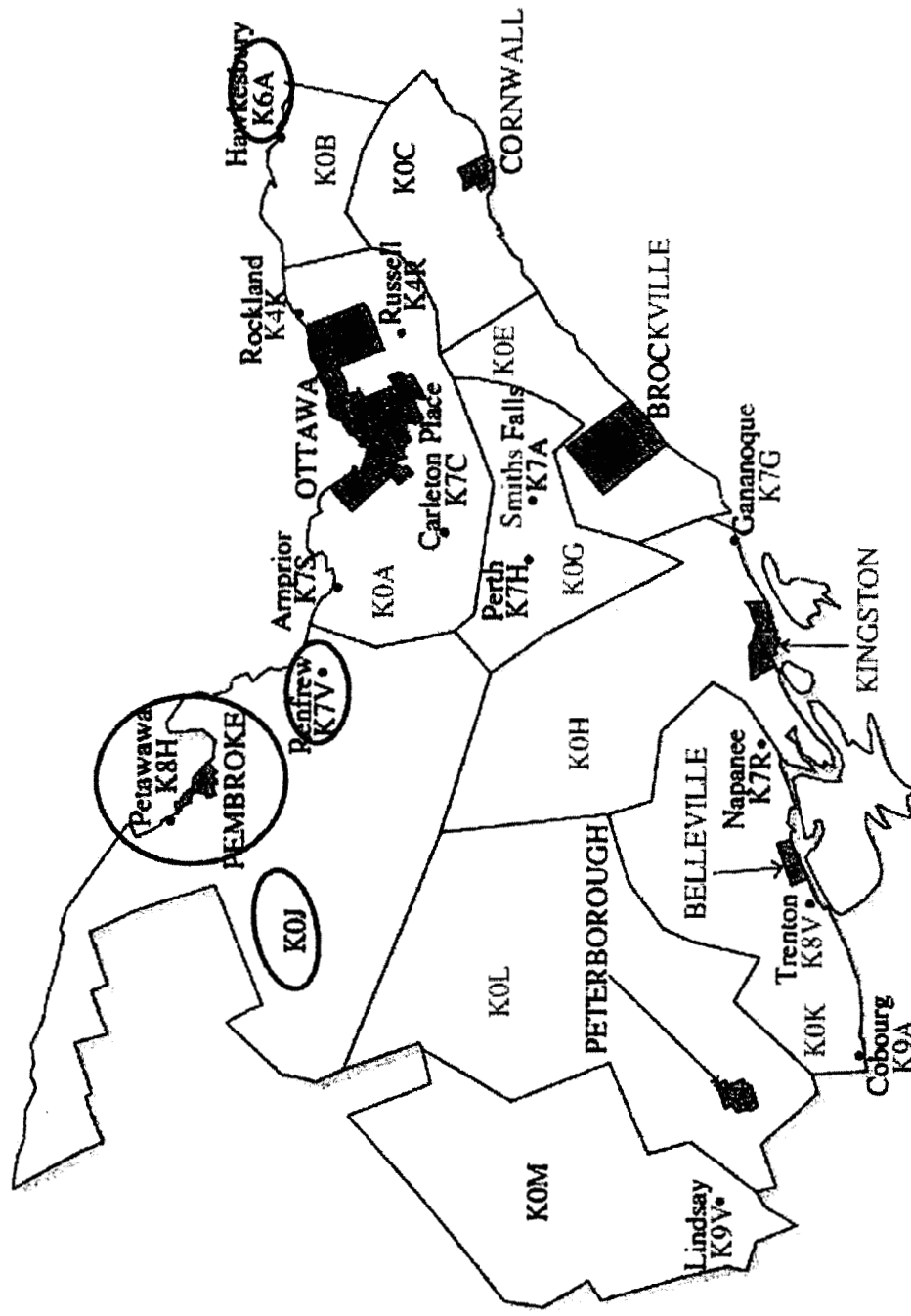
Source: Canada Post







## Areas included in "Northern Canada" definition – Eastern Ontario

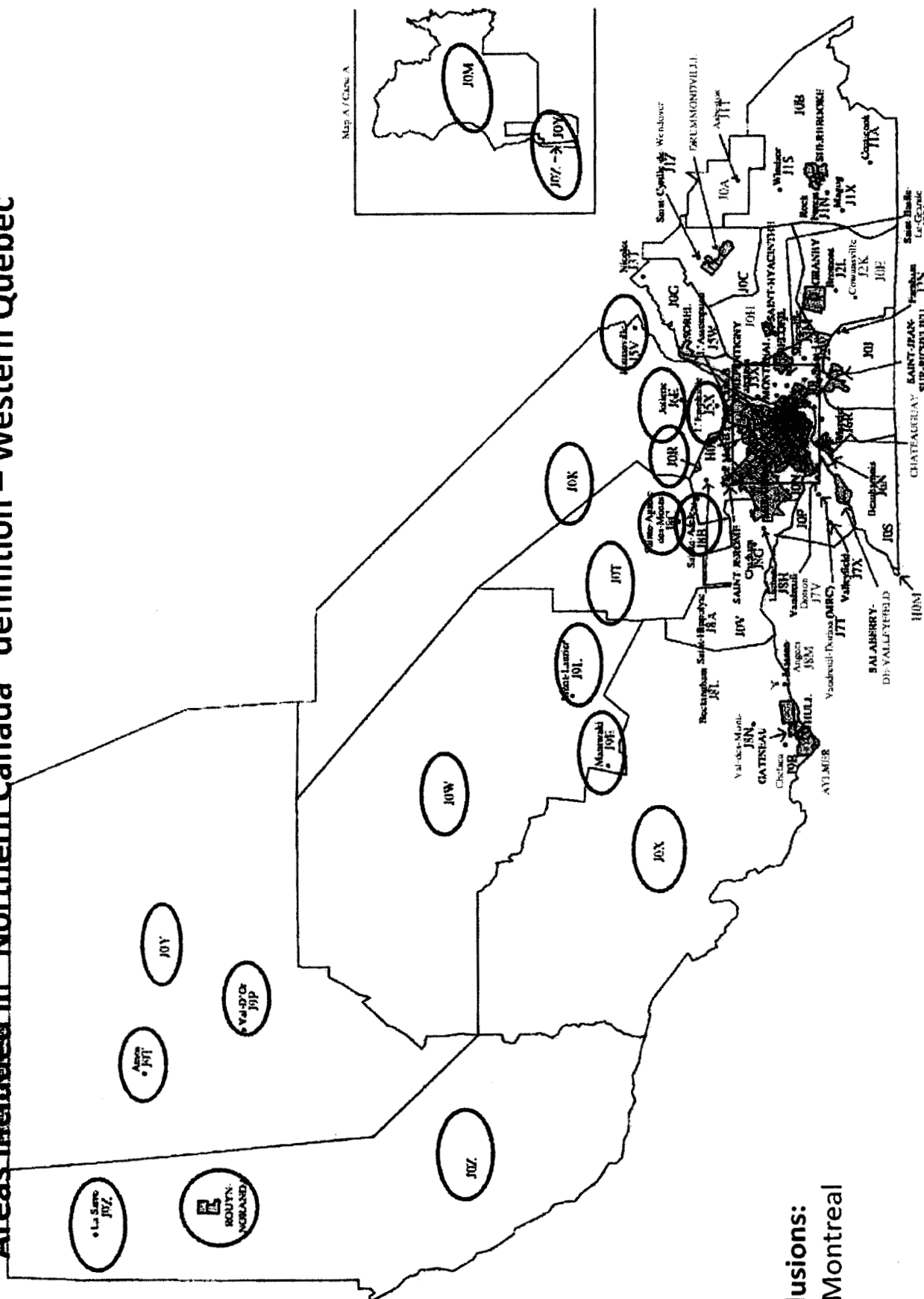


### Exclusions:

- Ottawa

Source: Canada Post

Areas included in "Northern Canada" definition – Western Quebec



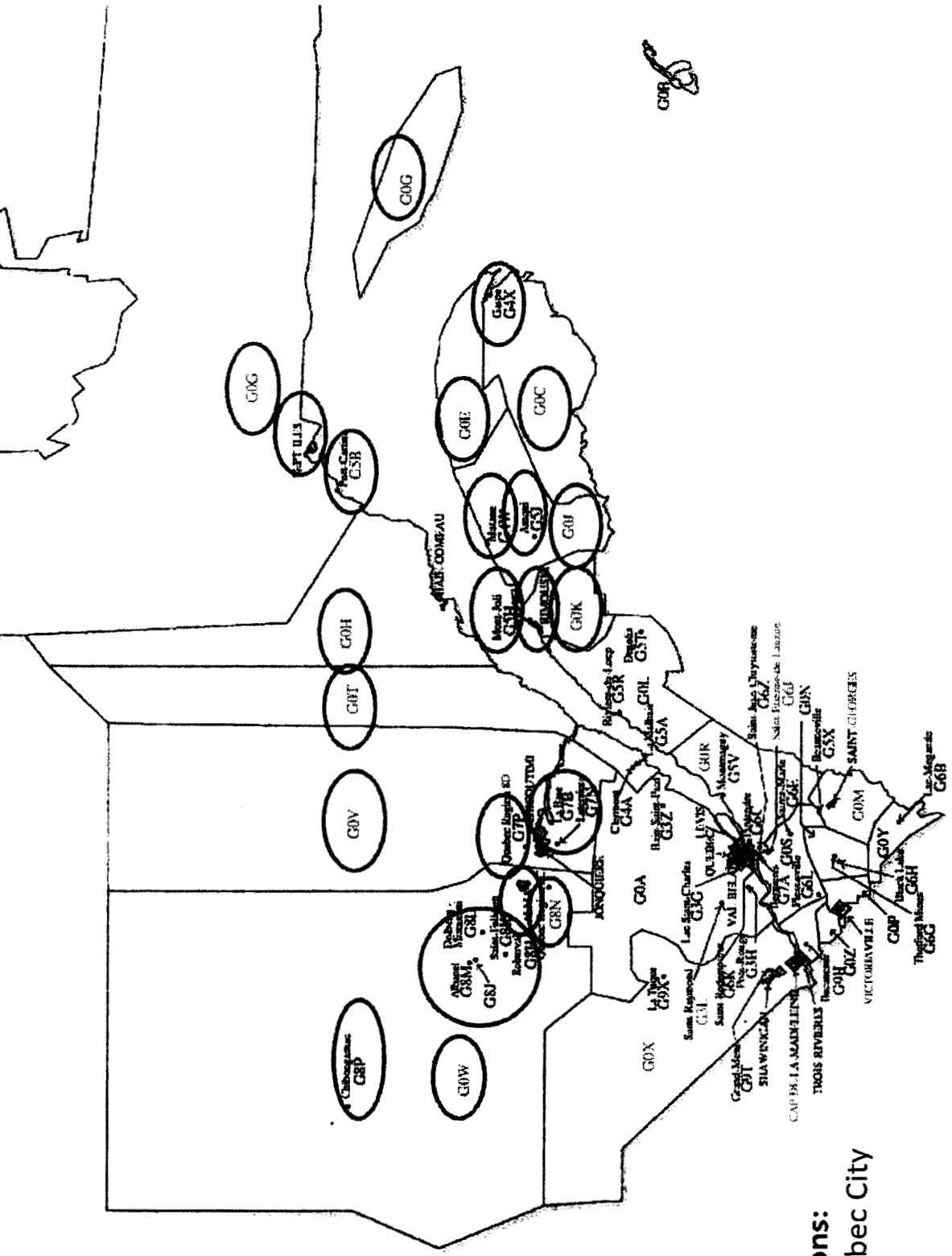
**Exclusions:**

- Montreal

Source: Canada Post



# Areas included in "Northern Canada" definition – Eastern Quebec

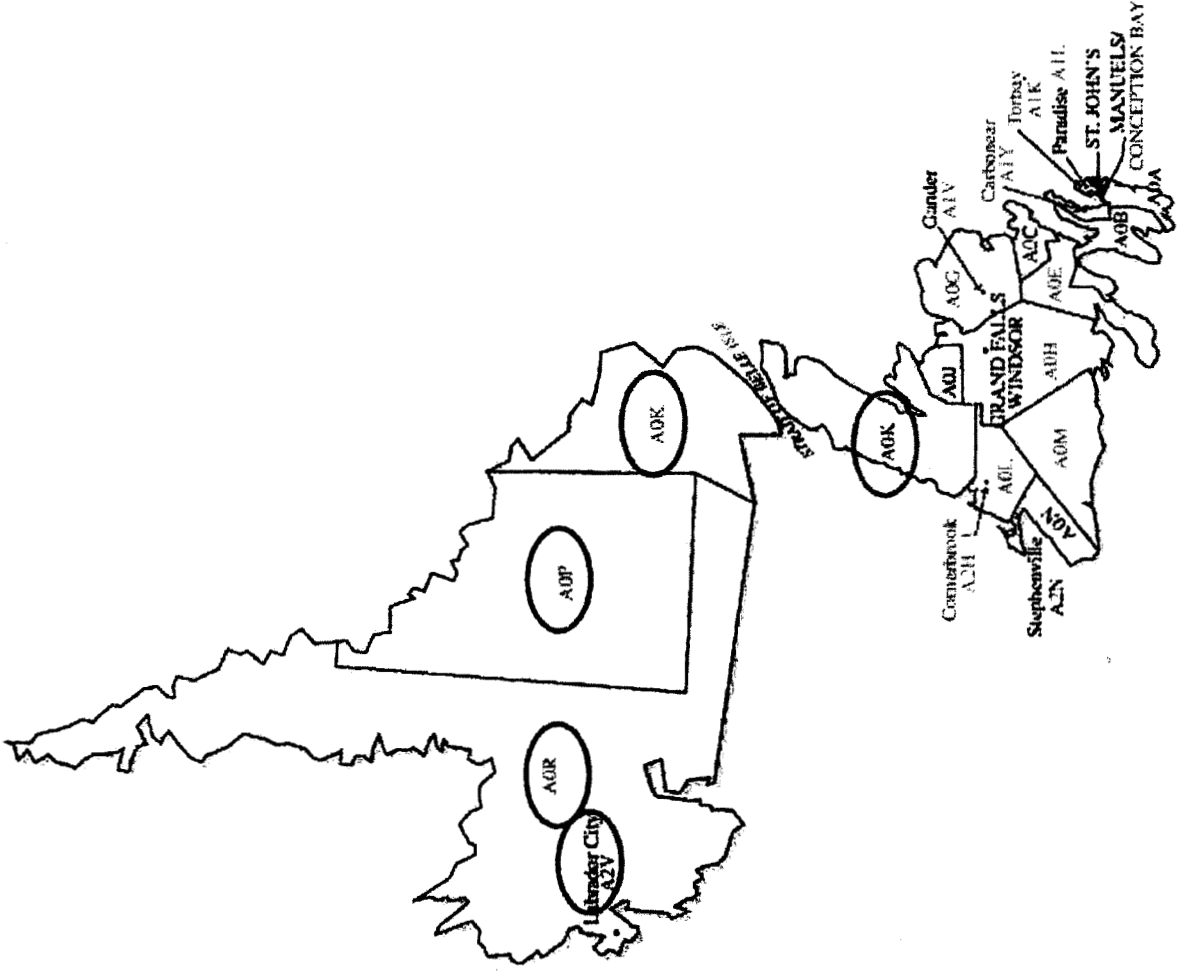


- Exclusions:**
- Quebec City

Source: Canada Post



# Areas included in "Northern Canada" definition – Newfoundland & Labrador



- Exclusions:**
- Newfoundland

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