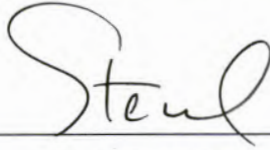


THIS IS **EXHIBIT "V"** TO THE  
AFFIDAVIT OF MICHAEL L. VOLLMER  
SWORN BEFORE ME THIS 1<sup>st</sup> DAY  
OF October, 2019

A handwritten signature in black ink, appearing to read "Stenl", written over a horizontal line.

Steven H. Leach  
(A Commissioner, etc.)



# **Fall 2018 CSBC SAFE BOATING TRACKING SURVEY**

## **Consumer Research Results Final Report**

*Prepared for:* Canadian Safe Boating Council

*Prepared by:* McCullough Associates

*Date:* September 11, 2018



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# Introduction





## Research Objectives

- 1. Measure & track awareness of safe boating messages** communicated by the CSBC's annual boating safety campaign.
  - Identify how well specific campaign messages are being communicated, in the areas of "Wearing PFDs", "drinking & boating", "preparedness", "cold water" and "boating education".
  - Identify who the campaign is reaching and opportunities to improve its reach & impact.
  - Aided awareness of selected elements of the 2018 campaign – outdoor "Got Time" / "Tired of Waiting" / "Unexpected Happens" Lifejacket poster ads; outdoor "Start Boating this Summer" poster ads; and four boating safety Cards.
- 2. Measure & track boating safety attitudes and behaviours** among Canadian boaters, and how they have been affected by awareness of the CSBC campaign messages.
- 3. Measure baseline boating safety attitudes toward, and usage of, cannabis while boating**, in advance of the October 2018 legalization of access to recreational cannabis.
  - Including understanding and reaction to: a new 'Boat Sober' message & logo; and two potential new 'Boat Sober' poster ad concepts for 2019.





## Research Methodology

- National online survey via Ipsos eNation Canada omnibus survey.
- Fieldwork conducted August 29 – September 5, 2018.
- n = 1,000 Canadian adults, nationally representative of the Canadian population.
- Most Safe Boating Tracking survey questions asked of n = 445 subgroup of the Canadian population who participate in recreational boating activities at least occasionally
  - Including pleasure powerboating/cruising/waterskiing/wakeboarding, fishing from a boat, riding a personal watercraft, canoeing, kayaking, stand-up paddleboarding, sailing, windsurfing/kiteboarding &/or boating in other unpowered craft.
- On a sample size of 1,000, results are accurate 19 times out of 20 to within +/-3%.
- On a sample size of 445, results are accurate 19 times out of 20 to within +/-5%.
- Circles and squares are used throughout this report to indicate differences that are significant at the 95% confidence level. Differences that are “approaching significance” (80% confidence level) are indicated with dotted circles and squares.
- Solid arrows are used to indicate changes that are significant at the 95% level. Dotted arrows indicated changes that are “approaching significance.”
  - **Black** arrows indicate significant changes vs the previous wave at the same time of year.
  - **Green** arrows indicate significant changes for comparisons between waves at seasonally different times of year, i.e. August 2018 vs. May 2018; May 2018 vs. August 2017; Aug 2017 vs. May 2016; and Aug 2015 vs. May 2014.



# Summary – Key Findings & Implications





## Summary of Key Findings

### Boating Participation:

- In Fall 2018, 42% of Canadian adults participate in recreational boating activities.
  - Fishing, pleasure powerboating, canoeing and kayaking continue to be the most popular boating activities.
- Boating participation in Fall 2018 is down slightly from Fall 2017 and Spring 2018, but still in the same range as historical participation levels.
  - This reflects slippage in Fall 2018 boating participation among older Canadians 55+ yrs, while participation is slightly higher among 18-34 yrs. No changes versus year ago by gender or regionally.
- One-quarter of Canadians are Non-Boaters interested in getting involved.
- And 12% of Canadians (30% of Boaters) are New Boaters who began boating in the last 2 years – slightly fewer New Boaters than last year (14%).





## Summary of Key Findings

### Awareness of Safe Boating Messages:

- Overall boater awareness of CSBC boating safety campaign messages was maintained at the higher levels achieved during the last 4 years since 2015; although down from the peak awareness achieved in Fall 2017.
  - Almost three-quarters (72%) of boaters are aware of CSBC boating safety messages.
  - And almost one-third (30%) of boaters are “highly aware” of 5 or more CSBC messages – in-line with the peak Fall 2017 level; and higher than all other years.
- Fall 2018 total campaign awareness was down from the Fall 2017 peak levels for several specific boating activity groups; especially with Paddlers and Powerboat Passengers.
- Total awareness remains strong with ‘New Boaters’ (77%), and boaters ‘Not Born in Canada’ (87%).
- Fall 2018 campaign awareness was down from year ago peak for 35-54 yrs, 55+ yrs, Females, and Atlantic, Ontario & Prairies regions. But mostly in-line with Spring 2018, 2016 & 2015 levels.
- Long-term, “highly aware” is underdeveloped with 35-54 yrs and in Quebec
- Still solid awareness in Fall 2018 for high priority “Don’t drink & boat” and “Wear lifejacket” messages, reaching the majority of boaters; strong in absolute although down from Fall 2017 peak. Also strong traction for “impaired boating is impaired driving” message.
- Seasonal increases since Spring 2018 for “Have right safety equipment onboard”, “Check the weather”, “Get boating license”, “Take a boating course” and “First reaction...” messages.
- Long-term, higher awareness levels achieved during the past 4 years since 2015, compared to earlier years, for most long-term CSBC messages.





## Summary of Key Findings

### Sources of Awareness of Safe Boating Messages:

- Fewer sources of awareness contributing overall in Fall 2018 vs. Fall 2017 peak, including less contribution from Word of Mouth / Spokespeople, News Coverage and Posters. However, “All Sources” is in-line with Spring 2018 and earlier years.
- Advertising awareness higher in Fall 2018 vs. Fall 2017 for Outdoor advertising; lower for Internet / website ads and Magazine ads. Net, overall Ad awareness in-line with Fall 2017 peak.
- Overall Online awareness unchanged in Fall 2018 vs. Fall 2017, although increases for some online sources since Spring 2018.
- Somewhat less awareness sourced from News coverage, Posters and Word of Mouth/Spokespeople in Fall 2018 vs. Fall 2017; however more spokesperson contribution from police.
- With boaters 35-54 and 55+ yrs, lower awareness of many top sources vs. year ago Fall 2017 peak.





## Summary of Key Findings

### Aided Awareness and Effectiveness of CSBC Safe Boating Materials:

- In Fall 2018, 28% of boaters say they had seen the CSBC “Got Time”, “Tired of Waiting” &/or “Unexpected Happens” Lifejacket Outdoor poster ads – up from the Fall 2017 & Spring 2018 awareness levels for “Got Time” & “Tired of Waiting”.
  - Including aided awareness with almost half (48%) of New Boaters, and strong awareness across most boating activity sub-groups and boaters 18-34 yrs.
- Just under half (43%) of the New Boaters target group say they saw the “Start Boating This Summer” outdoor poster ads for StartBoating.ca in Fall 2018; in-line with the 46% who had seen them in Spring 2018.
  - The “Start Boating This Summer” poster ads are effective in engaging New Boaters - the ads are relevant and interesting to them, and elicit good interest in visiting the StartBoating.ca website.
- One-third (31%) of boaters say they have seen one or more of the four CSBC Boating Safety Cards. Including 45% of New Boaters.
  - The Boating Safety Cards are effective in providing relevant, well-received new information to Boaters. Most Boaters would like to see more of these cards on other boating safety topics.





## Summary of Key Findings

### Safe Boating Attitudes / Behaviours :

- There are decreases in Fall 2018 vs. the Fall 2017 peak for a number of desired boating behaviours across the 5 boating safety areas: Not Drink and Operate Boat; Wear Lifejackets; Vessel Preparedness; Cold Water Preparedness; and Boating Education.
- However, there have been long-term improvements in many desired boater attitudes and behaviours during the past 4 years since 2015, compared to earlier years.
- Fall 2018 decreases in desired boating safety intent / behaviours trace especially to younger boaters 18-34 yrs, Males and Fishers.
- Weaker **drinking & boating** intentions/ behaviours are broad-based across boating activities, being down for Fishers, Pleasure powerboaters, PWC riders, powerboat Drivers & Passengers, and Paddlers.
- Weaker Fall 2018 boater intentions to **wear lifejackets** trace especially to Fishers and Paddlers.
- By Region, the national boater decreases in desired boating safety intent / behaviours are most evident regionally in B.C.
- New Boaters:
  - In Fall 2018, New Boaters (56%) are less likely than total Boaters (67%) to strongly agree they are "not going to operate a boat after consuming alcoholic beverages".
  - All other intentions of New Boaters are similar to Boaters in total.





## Summary of Key Findings

### **Wearing Lifejackets:**

- In Fall 2018, the proportion of boaters who say they 'Always' wear their lifejacket dropped back below the Fall 2017 peak level – in-line with Fall 2015 and Fall 2014.
- More boaters in Fall 2018 who say they 'Usually' wear their lifejacket, and fewer who say 'Never'.
- Fall 2018 decreases in claimed lifejacket wearing vs. Fall 2017 peak are with boaters 18-34 yrs & 55+ yrs, males and regionally in Quebec & B.C.

### **Drinking & Boating:**

- In Fall 2018, the proportion of boaters who say they 'Never' drink before or while boating (55%) is down from Fall 2017 and Spring 2018 levels.
- More boaters in Fall 2018 who say they 'Often' or 'Sometimes' drink alcoholic beverages while boating, and fewer who say 'Never'.
- Reduction in boaters saying they 'Never' drink before or while boating in Fall 2018 vs. Fall 2017 traces to 18-34 yrs, Males, and Ontario & Prairies regions.



## Summary of Key Findings

### Using Cannabis and Boating:

- Boaters expect to use cannabis more while boating, after legalization in October 2018, than they do now.
- However boaters say compliance to “never use cannabis before or while boating” is expected to be greater after legalization (74%) than “always wearing lifejacket” or “never drinking alcoholic beverages” while boating.
- One-quarter (26%) of boaters say they expect they will use cannabis while boating, at least occasionally.
- Canadian Boaters & Boating Intenders see using cannabis as being just as much of a concern for impairing ability to **operate a boat**, as Canadians in general see it as being for impairing ability to **drive a vehicle**.
- Boaters are concerned about the impacts of using cannabis and boating.
- Even amongst the sub-groups most likely to say they expect to use cannabis while boating after it is legalized, and who are most likely to say cannabis does not impair one’s ability to operate a boat (i.e. those 18-34 yrs, those who live in B.C., PWC riders, Sailors, New Boaters), there is majority agreement that it is “not safe to use cannabis while operating a boat” and that people “do not understand how using cannabis can increase boating safety risks”.





## Summary of Key Findings

### New “Boat Sober” Communications:

- Both the “Boat Sober” ‘slogan alone’, and the new ‘slogan & logo’ together were well understood, communicating their intended meaning correctly at a high level.
  - The logo adds more takeaway re cannabis/drugs (in addition to alcohol), versus takeaway from the slogan alone.
  - The “Boat Sober” ‘slogan & logo’ communicates clearly, with a message important to boaters; and contributes to reducing intentions to use cannabis while boating.
- Two new draft ‘Boat Sober’ poster ad concepts were shown to boaters to elicit their reactions, as input to 2019 CSBC Safe Boating campaign development.
  - Both of the two new ‘Boat Sober’ poster ad concepts communicate effectively.
  - The “Weed” ad elicits a stronger positive emotional reaction from boaters (more likable, believable, relevant and important message).
    - The ‘Weed’ ad was liked for its clear, simple message; the ‘Weed’ pun; and its attractive, eye-catching visuals.
  - The “Blow 10,000” ad more strongly provides new information.
    - The ‘Blow 10,000’ ad was liked for its clear message; and the (new) information provided re: the potential to be fined / arrested.





## Implications (for discussion)

- 1. The CSBC's boating safety campaign has been very effective in getting its safety message out to more Canadian boaters during the past 4 years... long-term planning / resourcing is paying off.**
    - Higher message awareness levels achieved in 2015 (3<sup>rd</sup> year of prior 3-year plan), 2016, 2017 and 2018 (current 3-year plan) than all earlier years – for overall campaign awareness and for almost all of the CSBC's specific safe boating messages.
    - Awareness is particularly strong in last 2 years (2017 & 2018) for many of the CSBC's long-term boating safety messages, including the top priority 'Don't drink and operate boats' and 'Wear lifejackets' messaging. And quite strong 2017 / 2018 performance for 'impaired boating is impaired driving' newer message (which was introduced in 2015, with consistent communication focus since then).
    - Past 2 years message awareness strength is broad-based – across boating activity groups including both Powerboaters and Non-powerboaters; and across demographic groups.
    - More sources contributing to awareness in 2015 to 2018, with strengthened Online presence (websites & social media) building on continued contributions from traditional media.
  - 2. Long-term impact on boaters' attitudes and behaviours is also evident during the same planning timeframe.**
    - Long-term improvements in many desired boater attitudes and behaviours during the past 4 years since 2015, compared to earlier years.
- ... Maintaining continued, consistent communications “pressure” over time – year-after-year and throughout the boating season – is working!**





## Implications (for discussion)

3. **Having seen long-term progress, why was the peak seen in Fall 2017 not maintained into Fall 2018?**
  - Changes in the mix / profile of boaters in 2018 had an effect:
    - The Fall 2018 shift in boater profile toward younger boaters and away from boaters 55+ years had a dampening effect on 2018 results, given 55+ yrs boaters have generally higher awareness of boating messages, and more compliant boating behaviours.
    - The level of participation in Boating was down a bit in Fall 2018. We have seen in the past (2013, 2014) that when boating participation is down, safe boating awareness and behaviours have also been weaker.
    - There were fewer New Boaters brought into the boating market in Fall 2018 than Fall 2017; and the 2018 New Boaters skewed younger and more male than in 2017. Younger boaters in particular generally have less compliant boating safety behaviours.



## Implications (for discussion)

3. **Having seen long-term progress, why was the peak seen in Fall 2017 not maintained into Fall 2018? (cont'd)**
- Tracking measures in Spring 2018, after Safe Boating Awareness Week, were seasonally solid and seemed to provide good momentum for the rest of the 2018 boating season.
    - For discussion...  
Were there any 2018 shortfalls vs. 2017, or executional issues, for any of the other major 2018 campaign elements that could have affected the end-of-season results, this year compared to last year? For example...
      - Hooked on Lifejackets?
      - Operation Dry Water?
      - “Lifejackets” Outdoor Ad Campaign?
      - News coverage?
      - Poster placements? (marinas, retail stores)
    - Less or different activities / efforts of other organizations / partners during the 2018 boating season?
      - StartBoating outreach?
      - Websites traffic / usage? (StartBoating.ca, SmartBoater.ca, CSBC.ca)
      - Regional summer reps?
      - Quebec?





## Implications (for discussion)

4. **2018 Outdoor poster ads were being noticed more during the boating season.**
  - Outdoor Lifejacket Ads were higher as 'source of awareness' in both Spring and Fall 2018.
  - Higher aided ad awareness for Outdoor ads in Fall 2018.
  - Any "impact" downside to not converting until August to "more than just cold water" messaging?
5. **The new Boating Safety Cards communicate effectively and boaters are receptive to more of them, going forward.**
6. **There is an opportunity / need to strengthen communication of "don't drink and operate boat" message, and compliance, with New Boaters.**
  - New Boater awareness of "don't drink and operate boat" and "impaired boating is impaired driving" is much lower than for established Boaters.
  - New Boaters are much more prone to 'drink & boat' than more established boaters; while their attitudes / behaviours are similar to boaters in total for other desired safe boating behaviours.
7. **How to attract more boaters to the CSBC's great safe boating websites?**
  - SmartBoater.ca and StartBoating.ca remain quite low as sources of awareness for safe boating messages.
  - How did website visitation build, during this boating season?
  - More StartBoating.ca, CSBC.ca and/or SmartBoater.ca 'go there' call to actions built into news coverage, social media, PSAs, online ads ... like already done in "Start Boating this Summer" poster ads, and for "Unexpected Happens" Lifejacket ad, via survivethewait.ca microsite.





## Implications (for discussion)

### 8. Cannabis and Boating:

- There is already significant use of cannabis while boating, and we can expect more cannabis use after legalization.
  - However, still not as prevalent as “drinking & boating”.
- Boaters are likely to be supportive of, and influenced by, CSBC education efforts re: the effects and risks of using cannabis and boating.
  - Large majority of boaters believe that using cannabis for non-medical purposes impairs one’s ability to operate a boat.
  - Boaters (including cannabis users) are concerned about the impact of using cannabis and boating.
- The “Boat Sober” slogan & logo is a good platform to move forward with, for boating safety messaging regarding both “don’t drink and boat” and “don’t take drugs / smoke cannabis”.
  - The slogan and logo “in tandem” better communicate inclusion of drugs / cannabis than the slogan on its own.





## Implications (for discussion)

### 8. Cannabis and Boating (cont'd):

- The two new "Boat Sober" poster ad concepts that were tested, both communicate effectively. There may be an opportunity for a "1-2" punch...
  - Consider leading with the "Weed" ad, as it elicits a stronger positive emotional reaction from boaters, in addition to being intrusive / grabbing viewers' attention.
  - Follow-up with "Blow 10,000" which will provide many boaters with new information about the magnitude of the consequences of being caught boating while impaired, whether by cannabis / drugs or alcohol.
    - May have more impact a bit later, once law enforcement has proven / communicated their ability to test for cannabis as well as alcohol levels.
- Thoughts re: possible improvement opportunities for the "Weed" ad:
  - Replace the existing "don't" images and Boat Sober text with the Boat Sober "slogan & logo" in tandem.
  - Include specific mentions of alcohol, cannabis and drugs.
- Thoughts re: improvement opportunities for the "Blow 10,000" ad:
  - Reduce the "busy-ness" of the background visuals. Consider continuity / linkage with the "Weed" ad background visuals, if both to be used over time / sequentially.
  - Show a younger "offender", that would be more relatable to cannabis users.
- For both:
  - Evolve the broad "prescription drugs" item to a descriptor that is more clearly / believably associated with impairment (e.g. maybe something like "prescription narcotics", "narcotics / sedatives").



# Detailed Findings





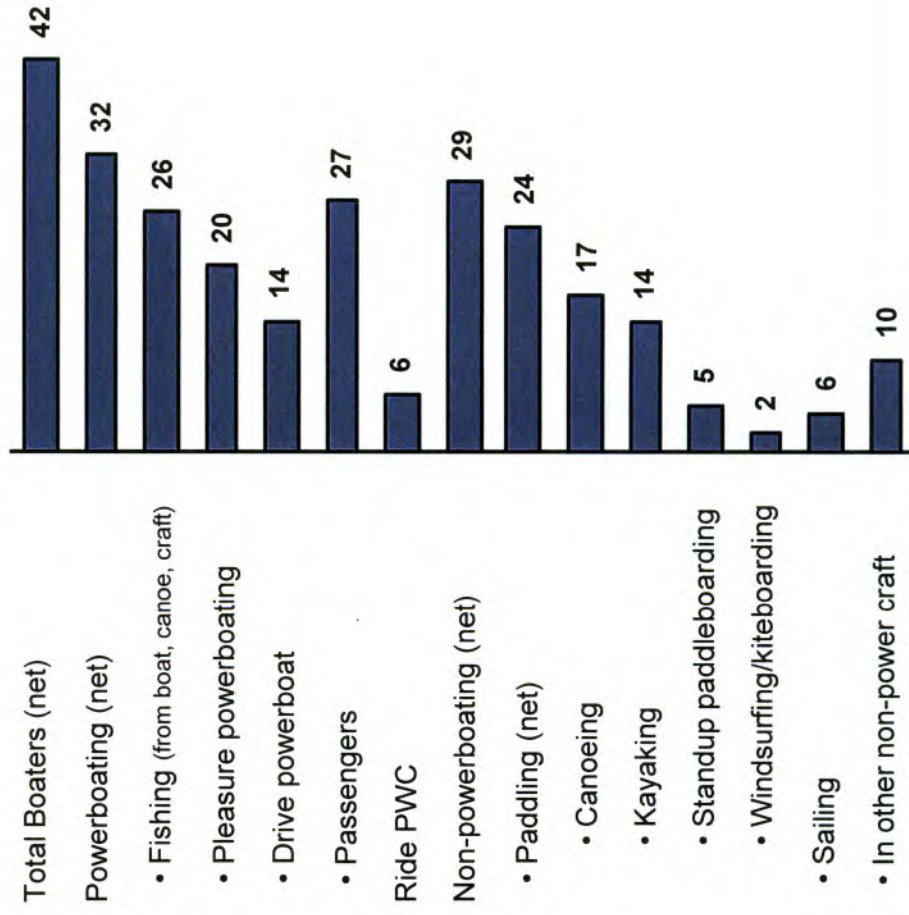
# Boating Participation



# In Fall 2018, 42% of Canadian adults participate in recreational boating activities

- Fishing, pleasure powerboating, canoeing and kayaking are the most popular boating activities.

## August 2018 - % of Canadian adults participating in boating activities at least occasionally - % of Total (n=1000)



S1. Which of the following activities do you participate in, at least occasionally?

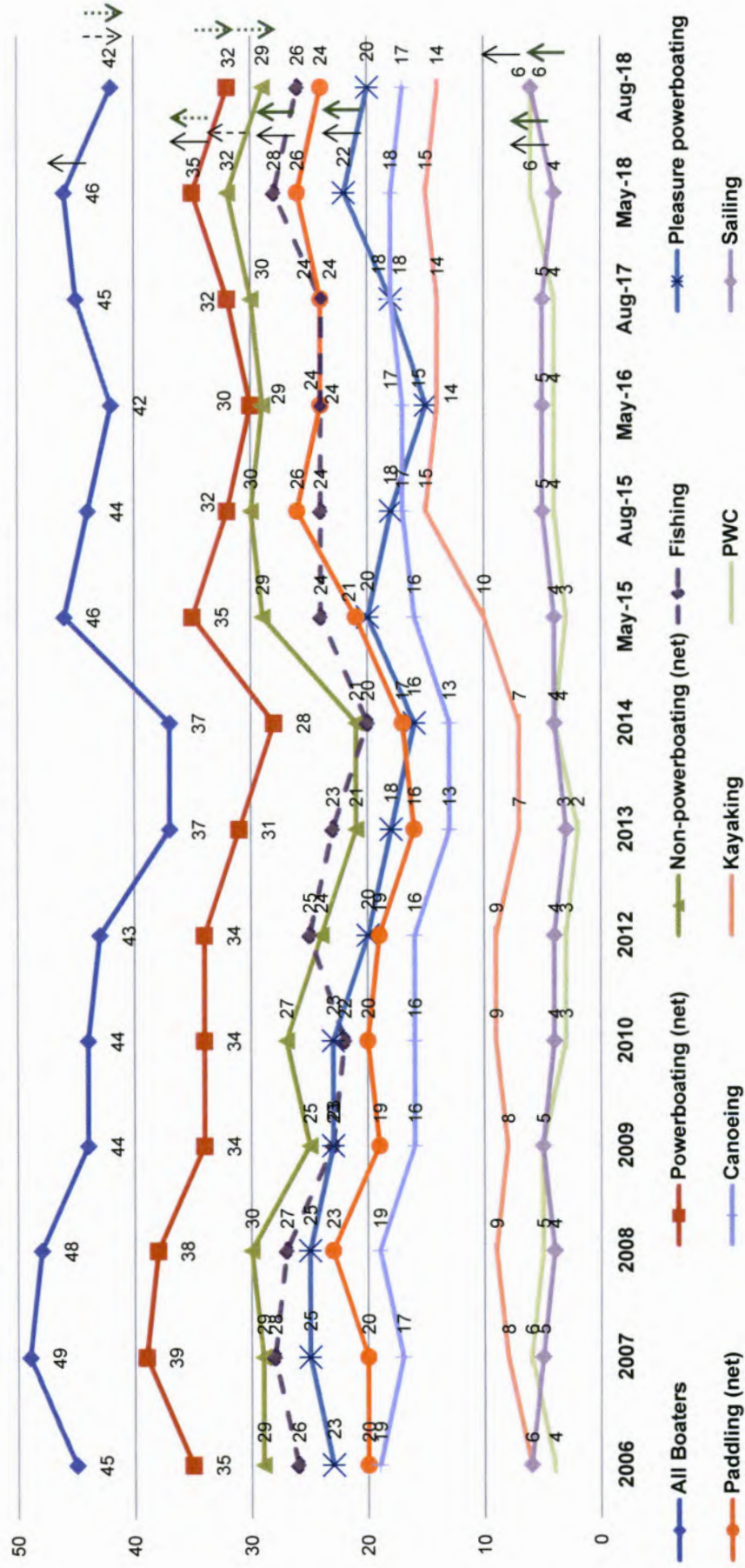




# Boating participation in Fall 2018 is down slightly from Fall 2017 and Spring 2018, but still in the same range as historical participation levels.

- Most specific boating activities are unchanged versus August 2017.
- Personal Water Craft participation is up from August 2017, maintaining the higher participation seen in Spring 2018.

## Canadian adults participating in boating activities - % of Total



↑ ↓ = increase or decrease versus previous wave at same time of year  
 ↑ ↓ = cross-seasonal comparisons, i.e. Aug 2018 increase or decrease vs. May 2018; May 2018 vs. Aug 2017; Aug 2017 vs. May 2016; or August 2015 vs. May 2014.

S1. Which of the following activities do you participate in, at least occasionally?

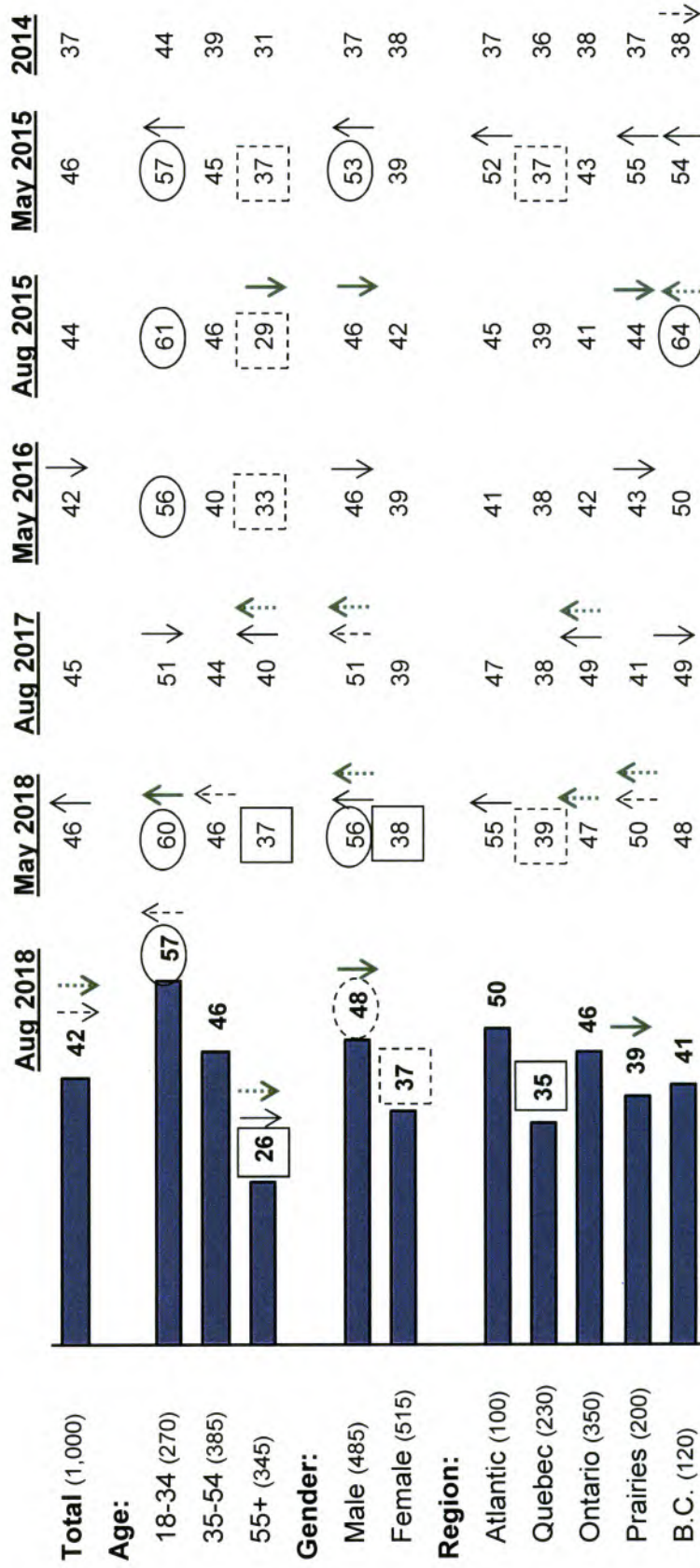




## Slippage in Fall 2018 boating participation among older Canadians 55+ yrs (from 40% to 26%); slightly higher among 18-34 yrs (57%). No changes versus year ago by gender or regionally.

- Long-term, higher participation maintained during past 4 yrs (vs. 2014) among 18-34 yrs, 35-54 yrs, males, Atlantic Canada and Ontario.
- The profile of Boaters continues to skew male, younger (even moreso in Fall 2018) and towards higher income (see Appendix profile info).

### Canadian adults participating in boating activities - % of Total



↑ ↓ = increase or decrease versus previous wave at same time of year

↑ ↓ = cross-seasonal comparisons. i.e. Aug 2018 increase or decrease vs. May 2018; May 2018 vs. Aug 2017; Aug 2017 vs. May 2016; or August 2015 vs. May 2014.

S1. Which of the following activities do you participate in, at least occasionally?

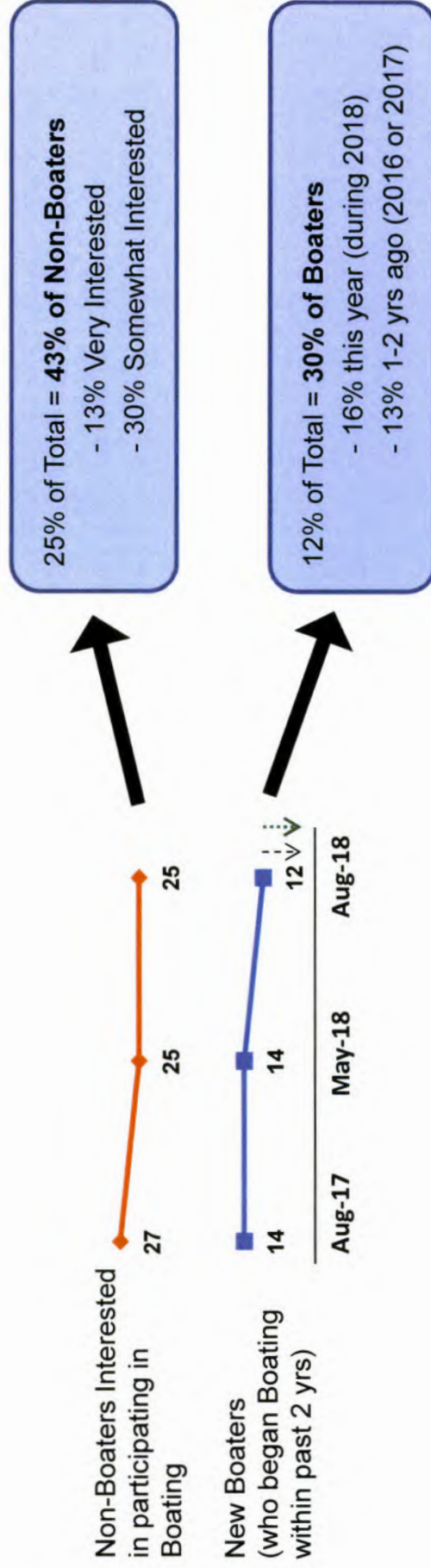




**One-quarter (25%) of Canadians are Non-Boaters interested in getting involved. And 12% of Canadians (30% of Boaters) are New Boaters who began boating in the last 2 years – slightly fewer New Boaters than last year (14%).**

- The demographic profile of New Boaters is similar to established Boaters, except for being even more male (65%) and younger (59% 18-34 yrs) than total Boaters (55% male, 38% 18-34 yrs).
- The demographic profile of interested Non-Boaters is less male (45%) / more female (55%), older (28% 55+ yrs), less in Ontario (32%) / more in Quebec (30%), and lower income (\$56.4K) than total current Boaters (55% male, 45% female, 22% 55+ yrs, 42% Ontario, 20% Quebec, \$72.5K average income).

### Interested Non-Boaters and New Boaters - % of Total (n=1000)



S1A. How interested would you be in participating in any of these boating activities in the next year or 2?  
S1B. How long ago did you begin boating?



# Awareness of Safe Boating Messages



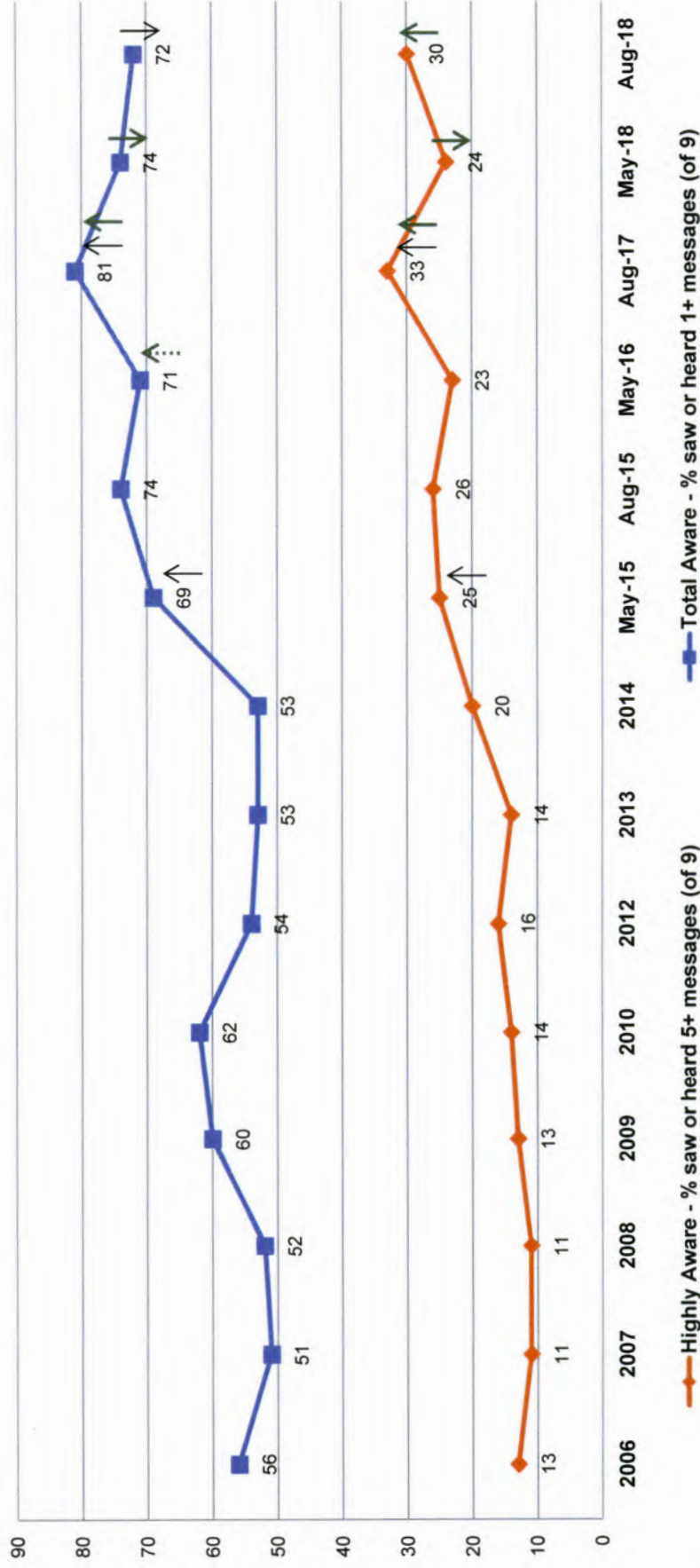


**Overall boater awareness of CSBC boating safety campaign messages was maintained at the higher levels achieved during the last 4 years since 2015; although down from the peak awareness achieved in Fall 2017.**

- Almost three-quarters (72%) of boaters aware of CSBC boating safety messages. And almost one-third (30%) of boaters are "highly aware" of 5 or more CSBC messages – in-line with the peak Fall 2017 level; and higher than all other years.

### % of boating activity participants who are Aware of boating safety messages

**Total Boating (net) (n=445)**



↑ ↓ = increase or decrease versus previous wave at same time of year  
 ↑ ↓ = cross-seasonal comparisons. i.e. Aug 2018 increase or decrease vs. May 2018; May 2018 vs. Aug 2017; Aug 2017 vs. May 2016; or August 2015 vs. May 2014.

4. Which of the following boating safety messages have you seen or heard during the last few months? (eg. on TV, radio, in newspapers, magazines, on-line, etc.)



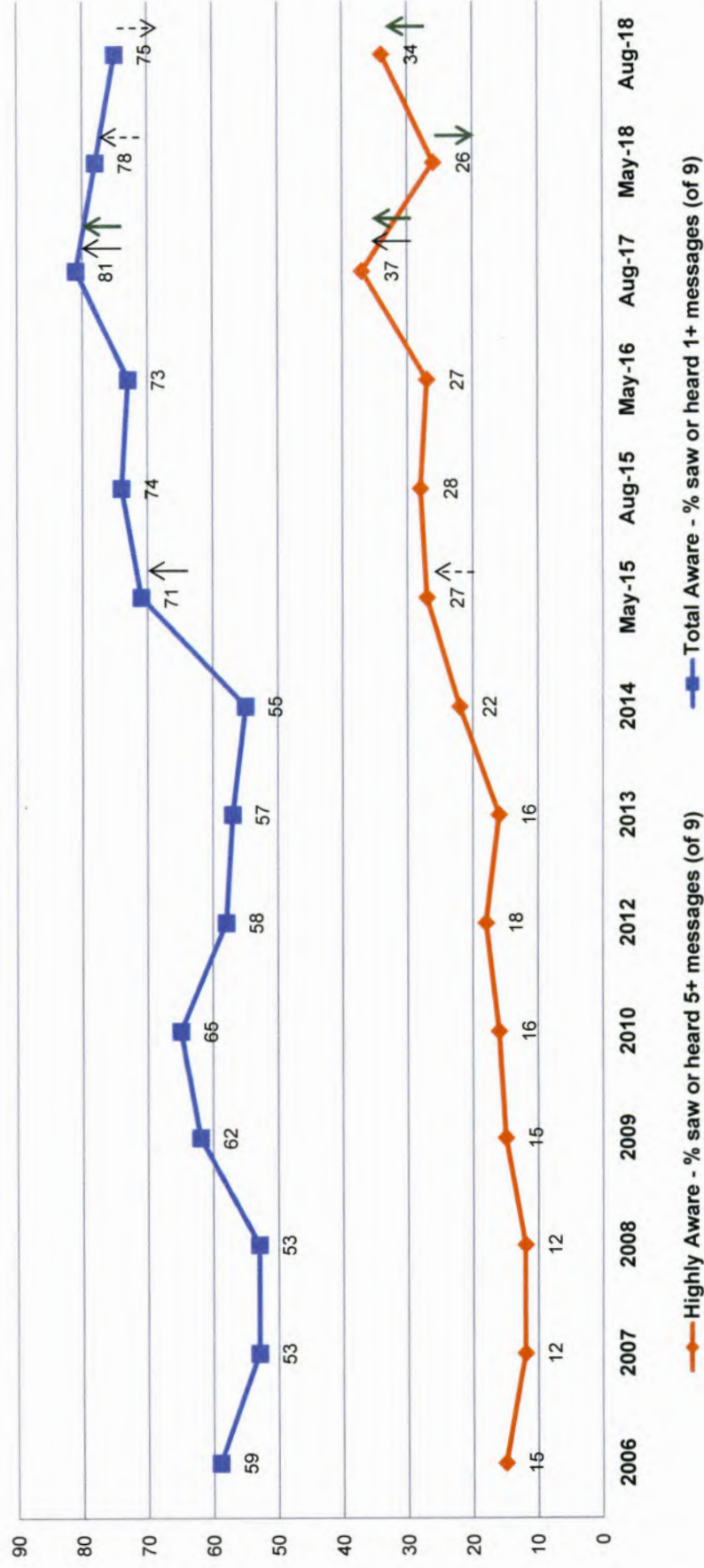


**With Powerboaters, “total aware” of CSBC campaign messages was down slightly in Fall 2018 vs. year ago, but still in the strong awareness range achieved since 2015.**

- Depth of awareness with Powerboaters continues to strengthen over time, with one-third of boaters (34%) “highly aware” – in-line with the peak level achieved year ago in Fall 2017.

### % of boating activity participants who are Aware of boating safety messages

**Powerboating (net) (n=333)**



4. Which of the following boating safety messages have you seen or heard during the last few months? (eg. on TV, radio, in newspapers, magazines, on-line, etc.)



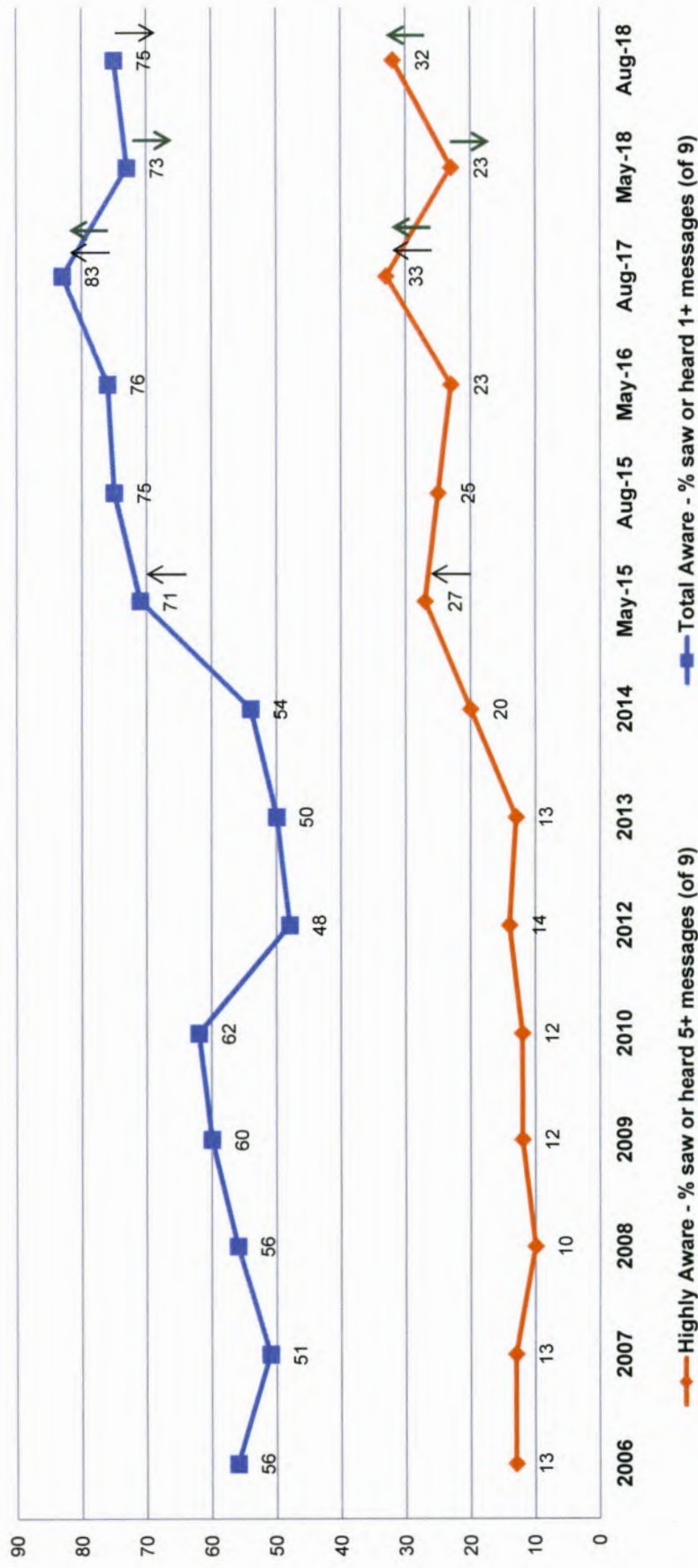


**With Non-powerboaters, including paddlers and sailors, “total aware” of CSBC campaign messages was down in Fall 2018 vs. year ago, but still in the strong awareness range achieved since 2015.**

- Depth of awareness with Non-Powerboaters continues to strengthen over time, with one-third of boaters (32%) “highly aware” – in-line with the peak level achieved year ago in Fall 2017.

**% of boating activity participants who are Aware of boating safety messages**

**Non-powerboating (net) (n=322)**



4. Which of the following boating safety messages have you seen or heard during the last few months? (eg. on TV, radio, in newspapers, magazines, on-line, etc.)

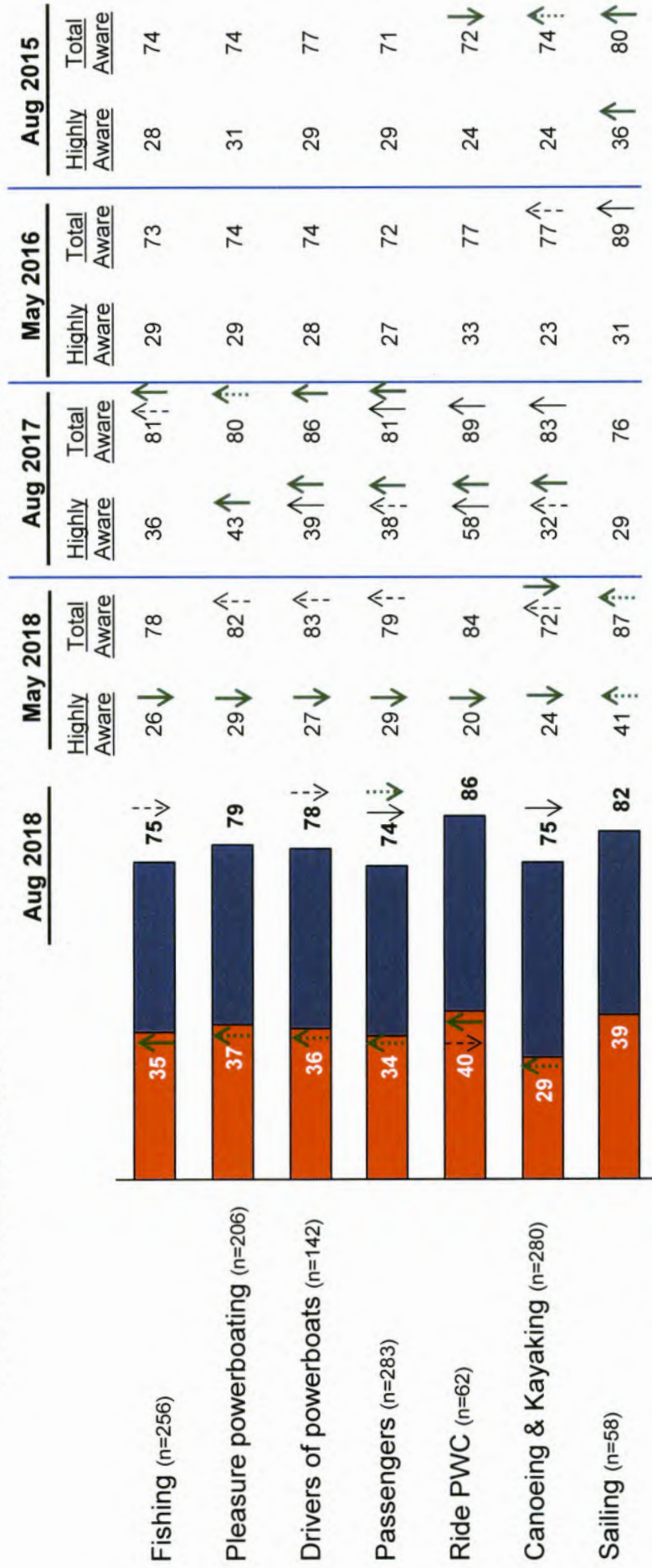




## Fall 2018 total campaign awareness down from Fall 2017 peak levels for several boating activity groups; especially with Paddlers and Powerboat Passengers.

- For "highly aware", seasonally up from Spring 2018 and maintained in-line with Fall 2017 peak, except down vs. year ago with PWC riders.
- Total awareness remains strong with 'New Boaters' (77% in Fall 2018), although also down vs. Fall 2017 (85%). New Boaters awareness of multiple messages (21% "highly aware") is in-line with Fall 2017, although below boaters in total (30%). With boaters 'Not Born in Canada', both total awareness (87%) and highly aware (26%) are strong.

### % of boating activity participants who are Aware of boating safety messages



■ Highly Aware - % saw or heard 5+ messages  
■ Total Aware - % saw or heard 1+ messages

4. Which of the following boating safety messages have you seen or heard during the last few months? (eg. on TV, radio, in newspapers, magazines, on-line, etc.)

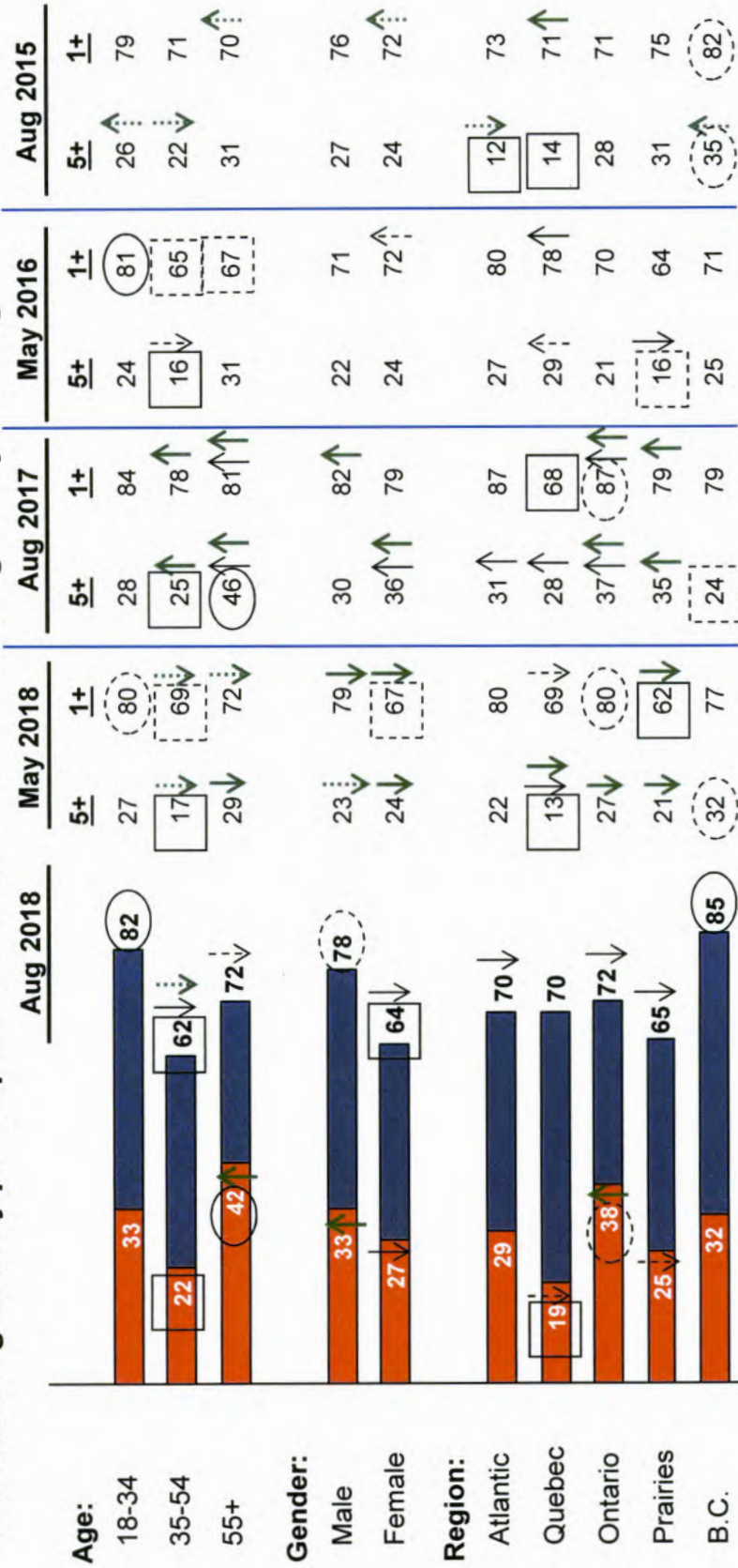




# Fall 2018 campaign awareness down from year ago peak for 35-54 yrs, 55+ yrs, Females, and Atlantic, Ontario & Prairies regions. But mostly in-line with Spring 2018, 2016 & 2015 levels.

- For "highly aware", decreases vs. year ago peak level, with Females and in Quebec & Prairies regions. Seasonally up from Spring 2018 with 55+ yrs, Males and in Ontario. Long-term, "highly aware" underdeveloped with 35-54 yrs and in Quebec.

## % of boating activity participants who are Aware of boating safety messages



█ Highly Aware - % saw or heard 5+ messages  
█ Total Aware - % saw or heard 1+ messages

1. Which of the following boating safety messages have you seen or heard during the last few months? (eg. on TV, radio, in newspapers, magazines, on-line, etc.)



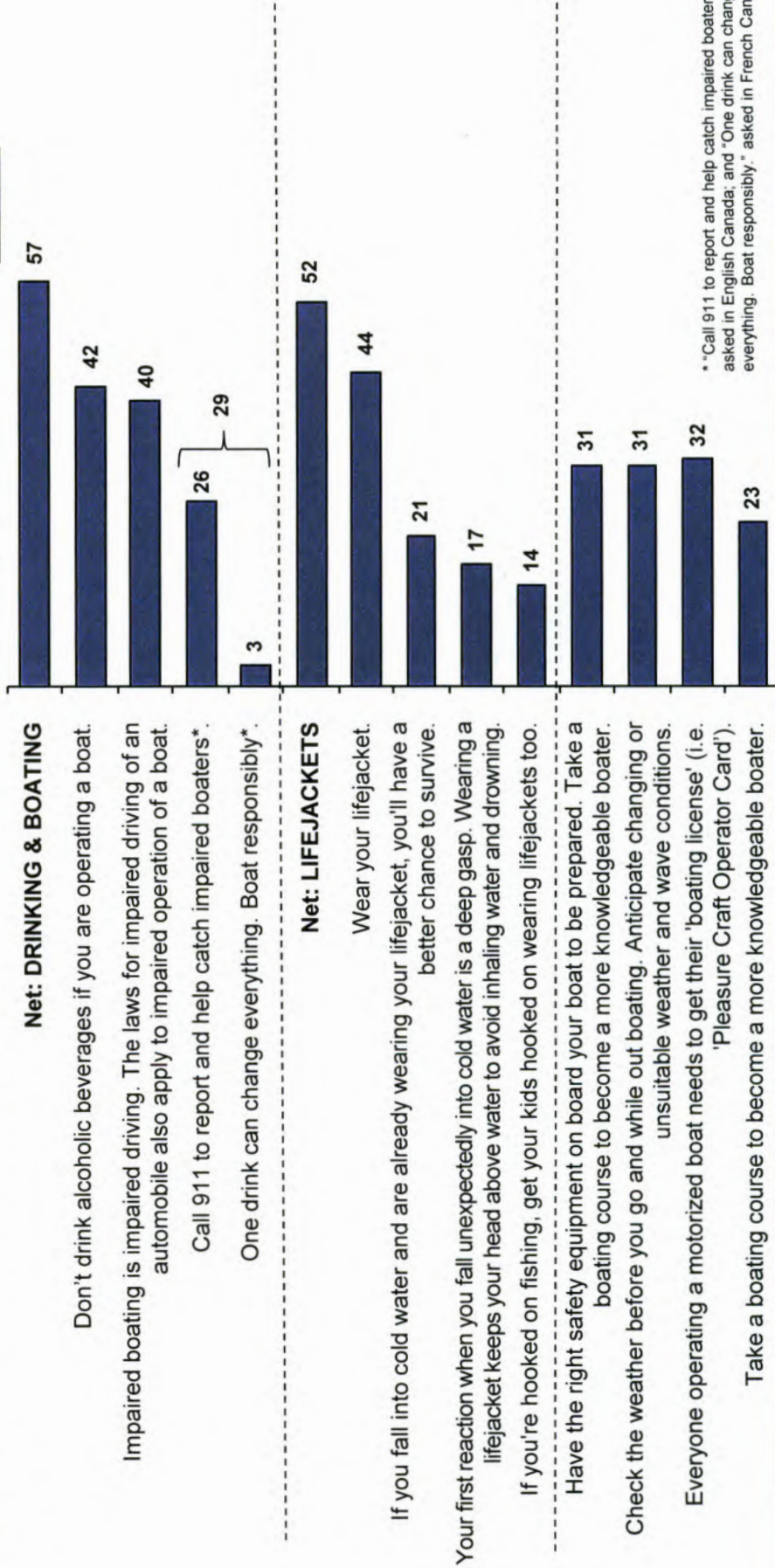


# Still solid awareness in Fall 2018 for high priority “Don’t drink & boat” and “Wear lifejacket” messages, reaching the majority of boaters.

- Strong traction for “impaired boating is impaired driving” message.
- Awareness of “Don’t drink and boat” (net) messages among both New Boaters (52%) and Boaters Not Born in Canada (59%) is in-line with total Boaters. And also strong awareness of “Wear lifejackets” (net) messages among New Boaters (52%); and for boaters Not Born in Canada (59%).

## % of total boaters who are Aware of each boating safety message (n = 445)

Aug 2018



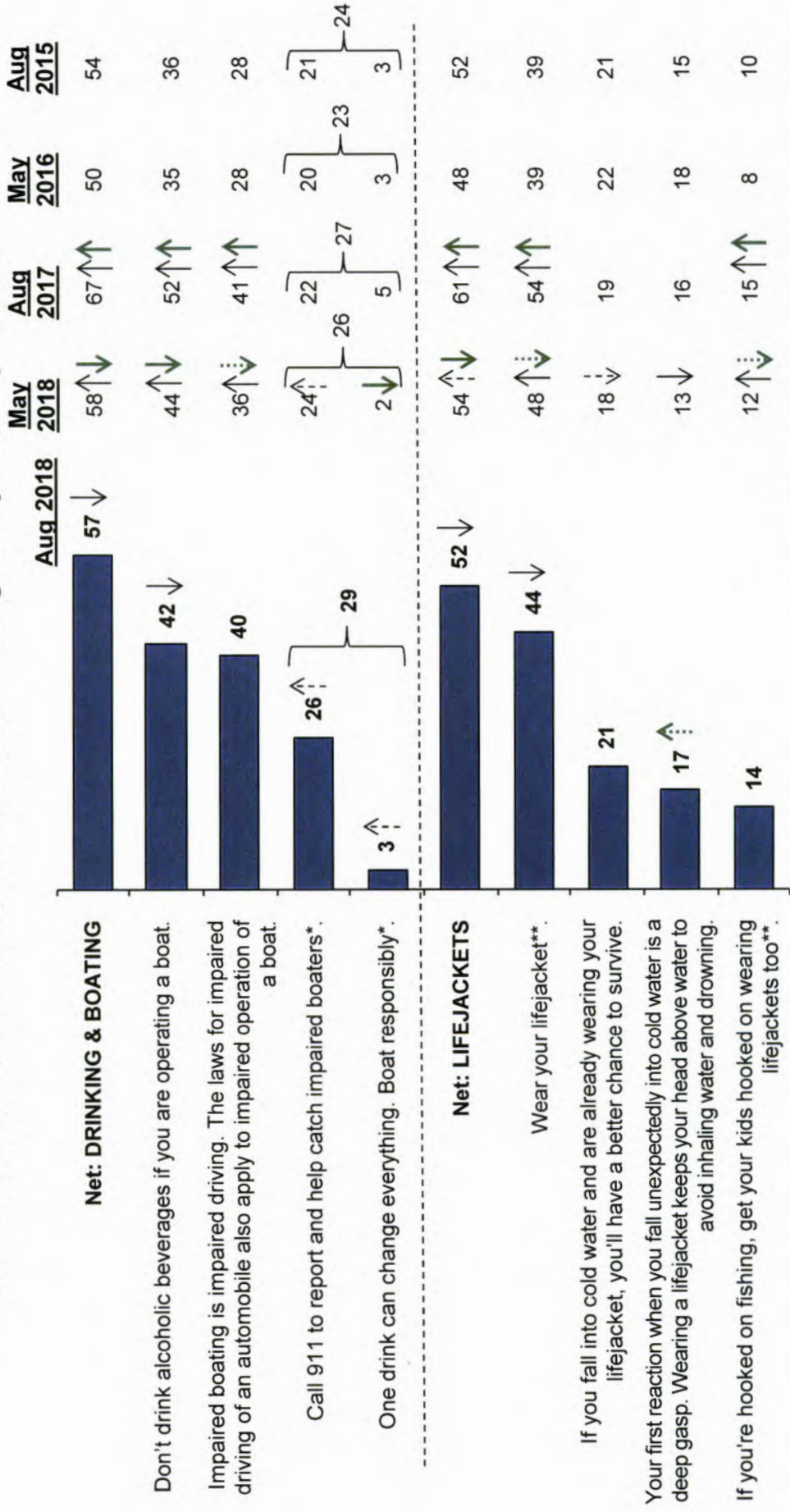
\*Call 911 to report and help catch impaired boaters" only asked in English Canada; and "One drink can change everything. Boat responsibly." asked in French Canada.





# Awareness for high priority “Don’t drink & boat” and “Wear Lifejacket” messages down in Fall 2018 from year ago peak, although still strong in absolute.

% of total boaters who are Aware of each boating safety message (n = 445)



\* "Call 911 to report and help catch impaired boaters" only asked in English Canada; and "One drink can change everything. Boat responsibly." asked in French Canada.  
 \*\* Statement wording changed for August 2017.

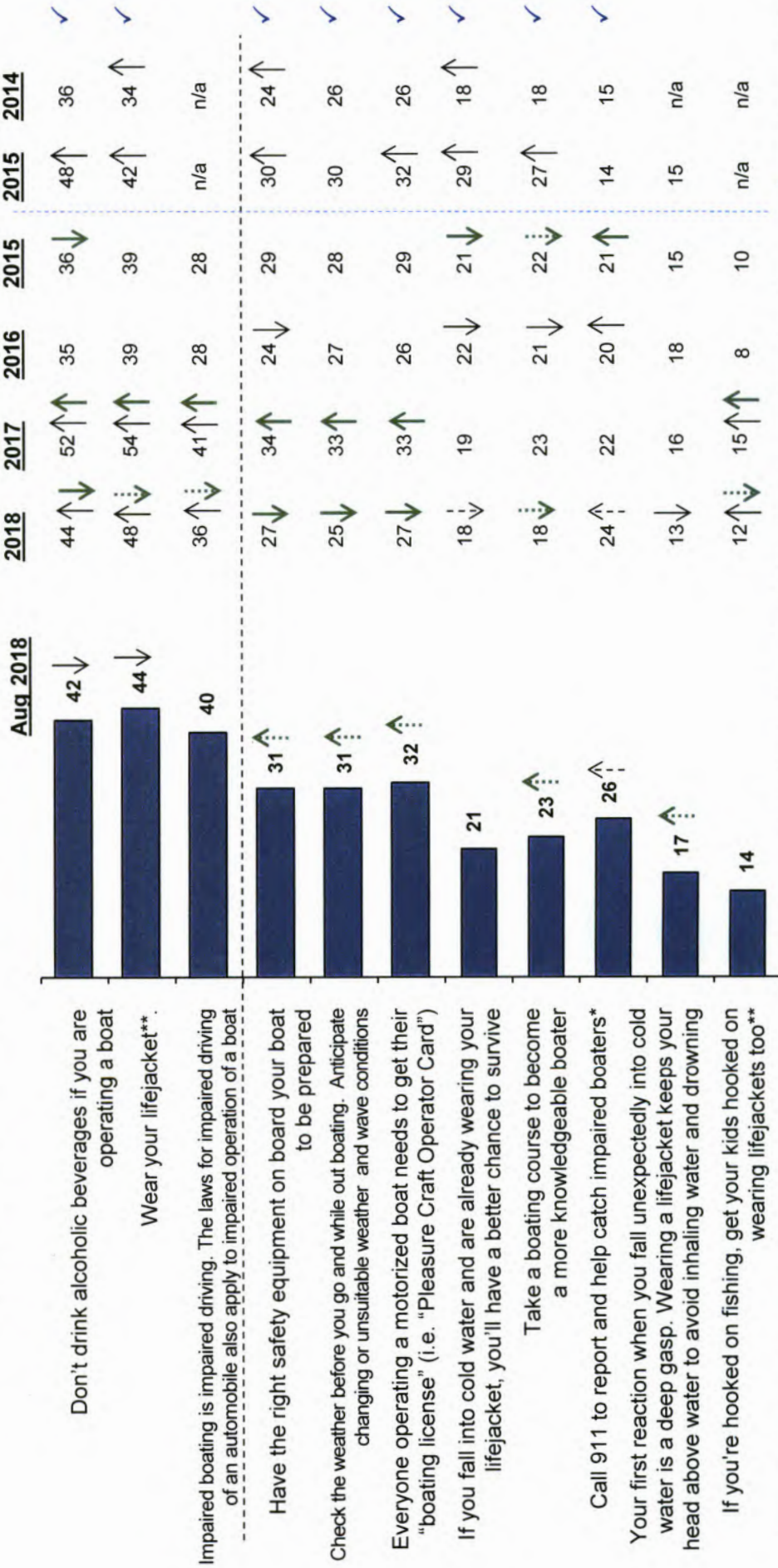




**Fall 2018 message awareness down from yr ago peak for “Don’t drink & operate boat” and “Wear your lifejacket” messages. Seasonal increases since Spring 2018 for “Have right safety equipment onboard”, “Check the weather”, “Get boating license”, “Take a boating course” and “First reaction...”.**

• Long-term, higher awareness levels achieved during the past 4 years since 2015, compared to earlier years, for most long-term CSBC messages.

**% of total boaters who are Aware of each boating safety message (n = 445)**



↑ ↓ = increase or decrease versus previous wave at same time of year  
 ↑ ↓ = cross-seasonal comparisons. i.e. Aug 2018 increase or decrease vs. May 2018; May 2018 vs. Aug 2017; Aug 2017 vs. May 2016; or August 2015 vs. May 2014.  
 ✓ = long-term increase for 2015-18 vs 2013-14

4. Which of the following boating safety messages have you seen or heard during the last few months? (eg. on TV, radio, in newspapers, magazines, on-line, etc.)

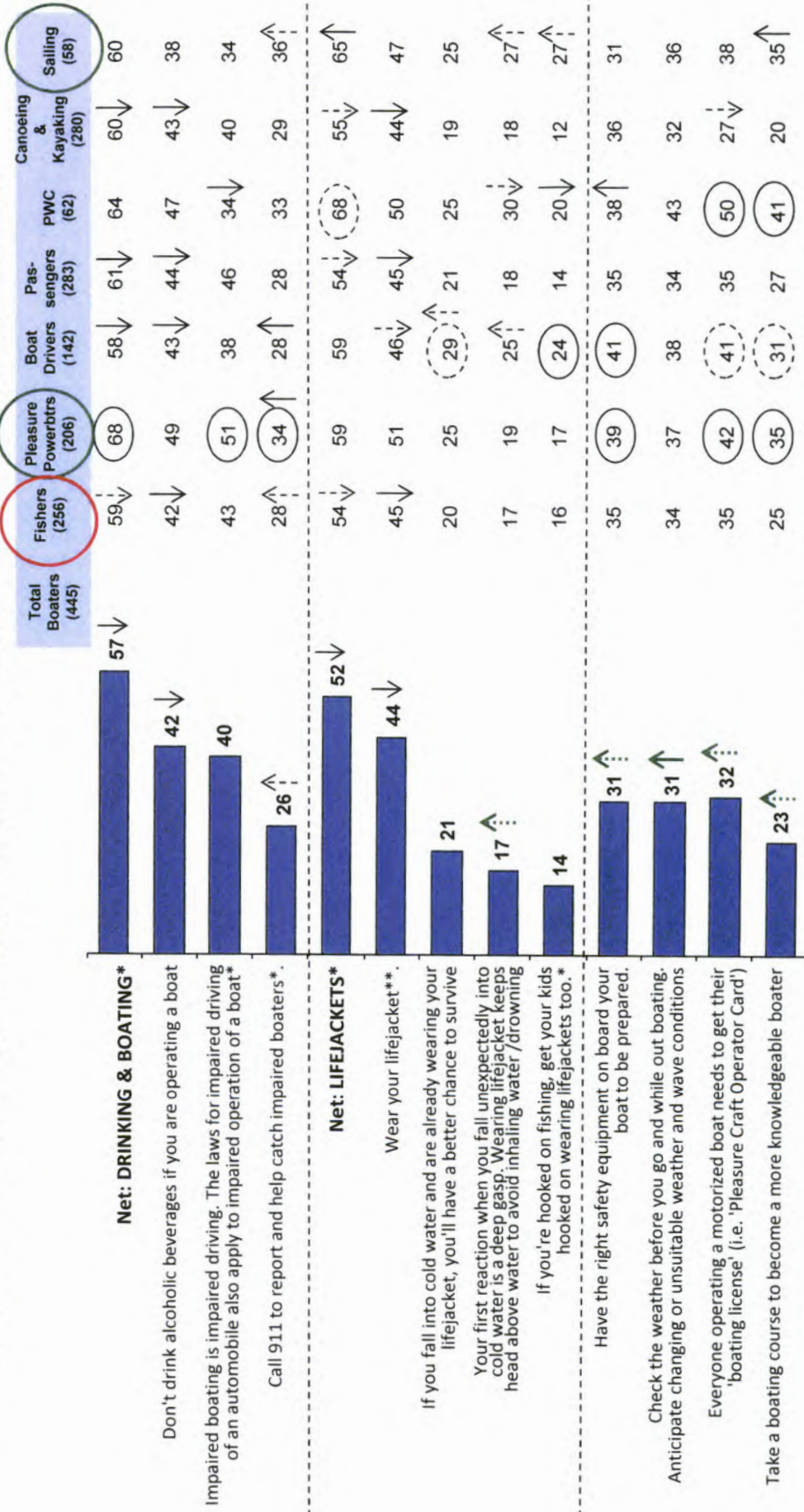
\* Statement change beginning August 2015  
 \*\* Statement wording change for August 2017





**Higher Fall 2018 vs. Fall 2017 awareness with Sailors for several messages.  
Lower Fall 2018 awareness for several messages with Fishers and PWC riders. Awareness higher with Pleasure Powerboaters than other groups.**

**% of Fall 2018 boating activity participants Aware of each boating safety message**



\* New nets / statements beginning August 2015  
\*\* Revised statement for August 2017

4. Which of the following boating safety messages have you seen or heard during the last few months? (eg. on TV, radio, in newspapers, magazines, on-line, etc.)

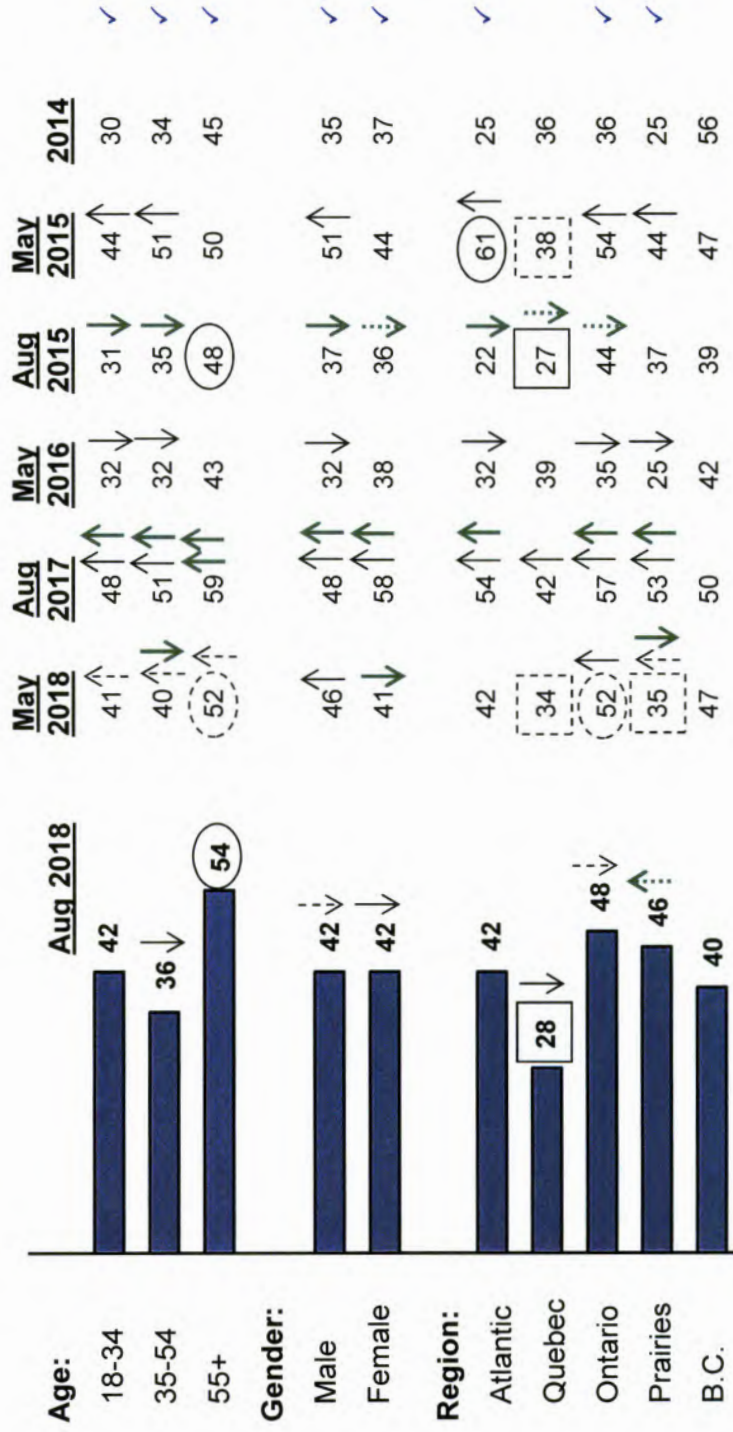




# Lower awareness of the “Don’t drink & operate boat” message in Fall 2018 vs. Fall 2017 for 35-54 yrs, both males and females and Quebec & Ontario regions.

- Awareness of this message remains relatively low in Quebec.
- Also much lower awareness of this message with New Boaters (28%) vs. total Boaters (42%).

## % of boaters aware of “Don’t drink & operate boat” message



4. Which of the following boating safety messages have you seen or heard during the last few months? (eg. on TV, radio, in newspapers, magazines, on-line, etc.)

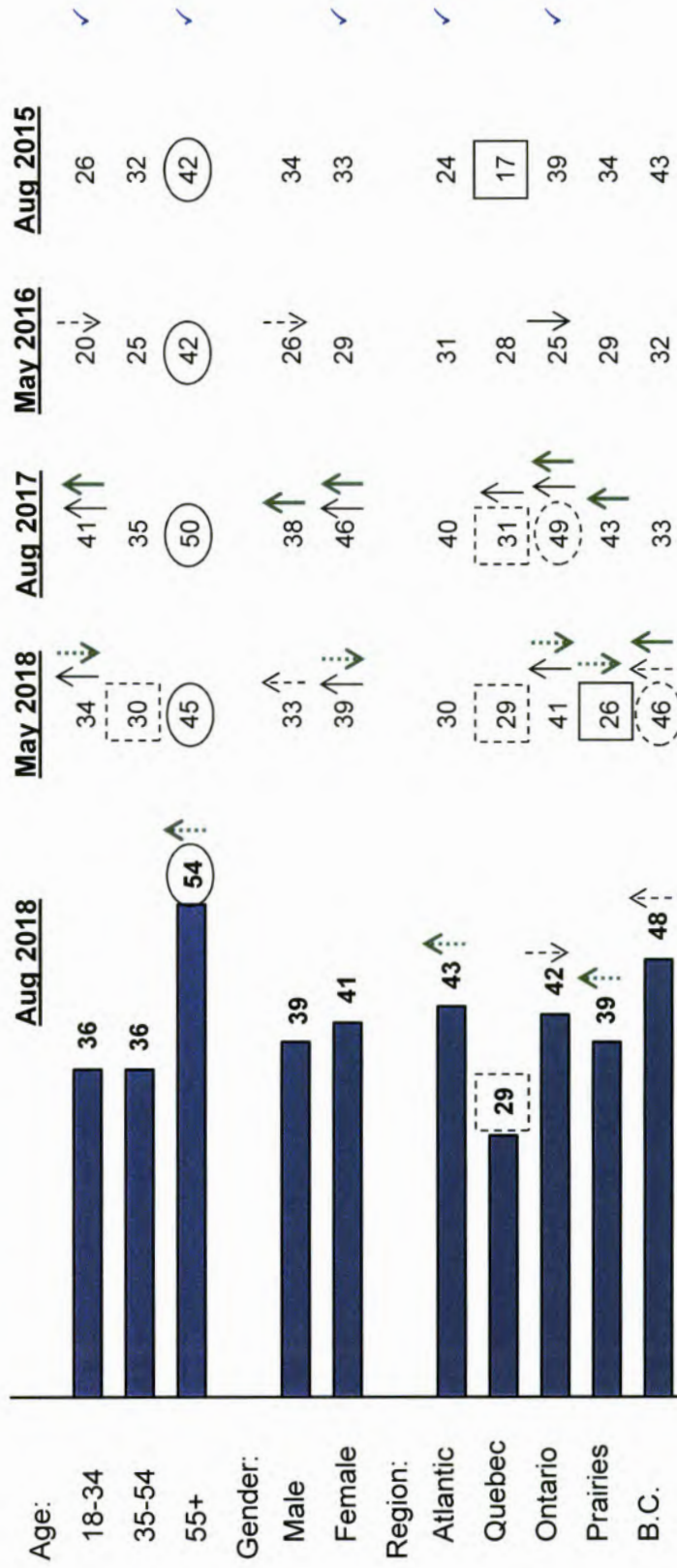




## Higher awareness in Fall 2018 vs. Fall 2017 for “Impaired boating is impaired driving” message, for boaters in B.C. region; lower in Fall 2018 in Ontario.

- Awareness of this message remains relatively low in Quebec.
- Also much lower awareness of this message with New Boaters (21%) vs. total Boaters (40%).

### % of boaters aware of “Impaired boating is impaired driving” message



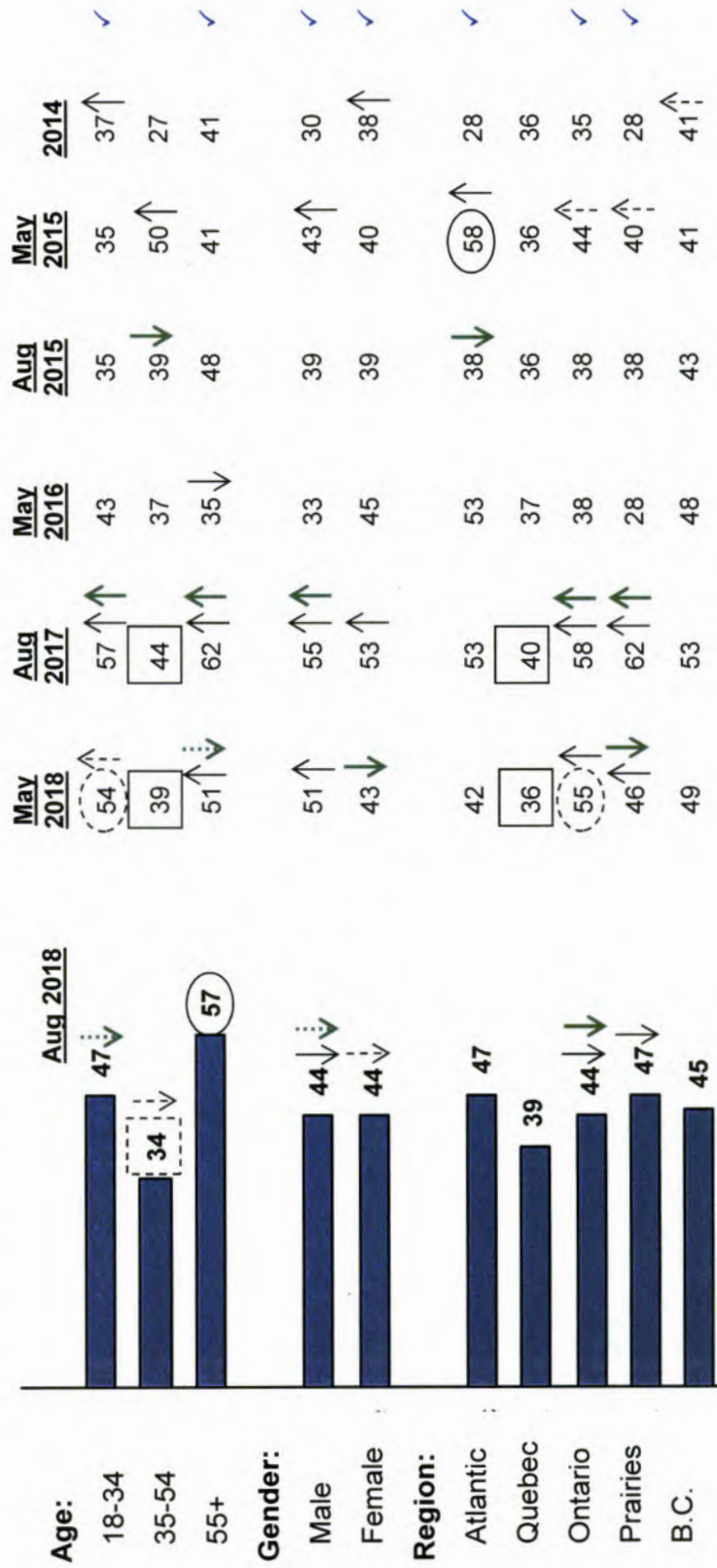
4. Which of the following boating safety messages have you seen or heard during the last few months? (eg. on TV, radio, in newspapers, magazines, on-line, etc.)



## Lower Fall 2018 vs. Fall 2017 “Wear your lifejacket” message awareness with 35-54 yr olds, males & females, and Ontario & Prairies regions.

- Long-term, higher awareness levels achieved during the past 4 years since 2015, compared to earlier years, with all.
- Lower awareness of “wear your lifejacket” with New Boaters (33%) than Boaters in total (44%).

### % of boaters aware of “Wear your lifejacket\*\*” message



\* Revised statement wording for August 2017



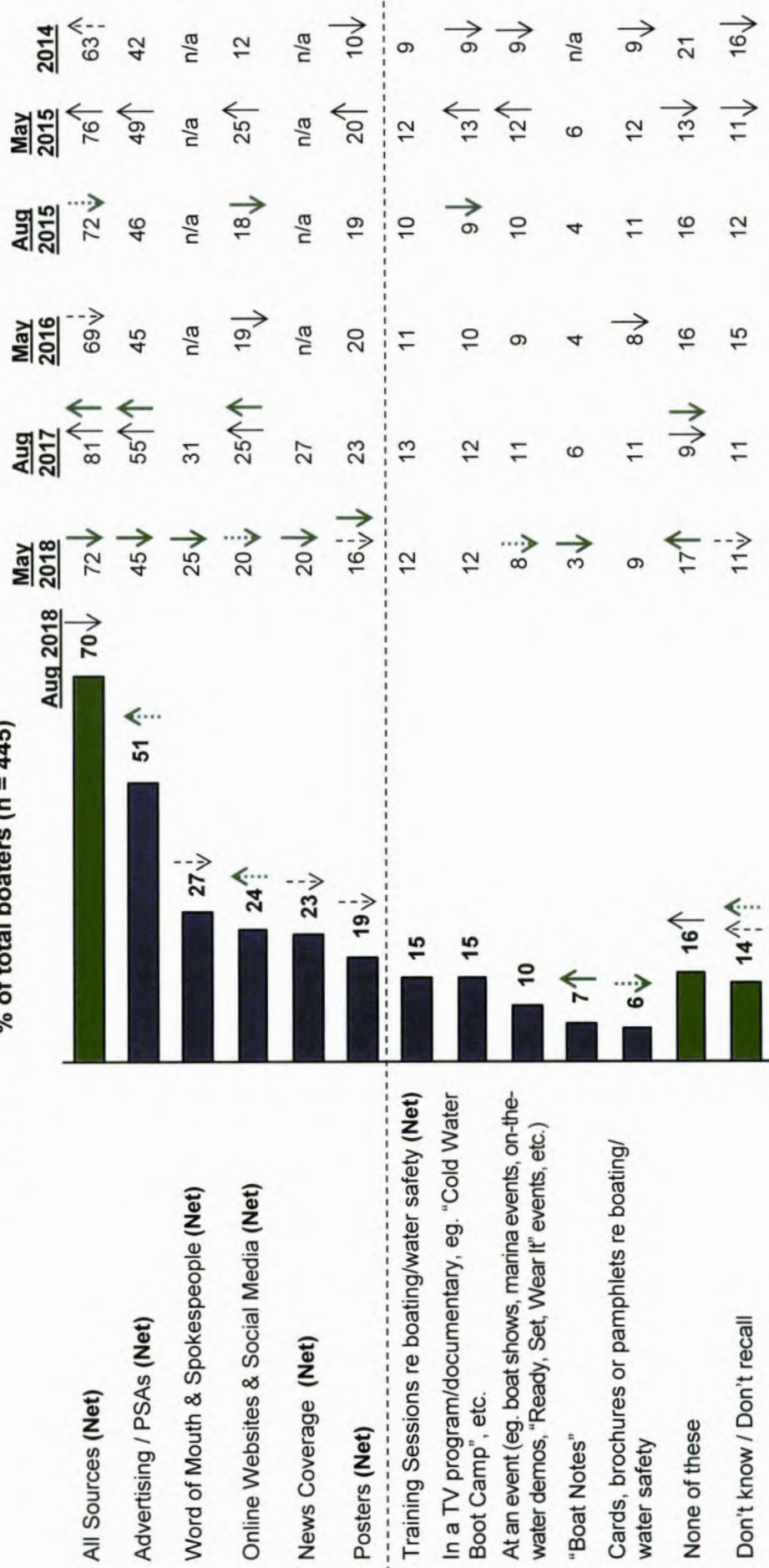


# Sources of Awareness of Safe Boating Messages



**Fewer sources of awareness contributing overall in Fall 2018 vs. Fall 2017 peak, including less contribution from Word of Mouth / Spokespeople, News Coverage and Posters. However, "All Sources" is in-line with Spring 2018 and earlier years.**

**Sources of Awareness for Safe Boating Messages**  
% of total boaters (n = 445)

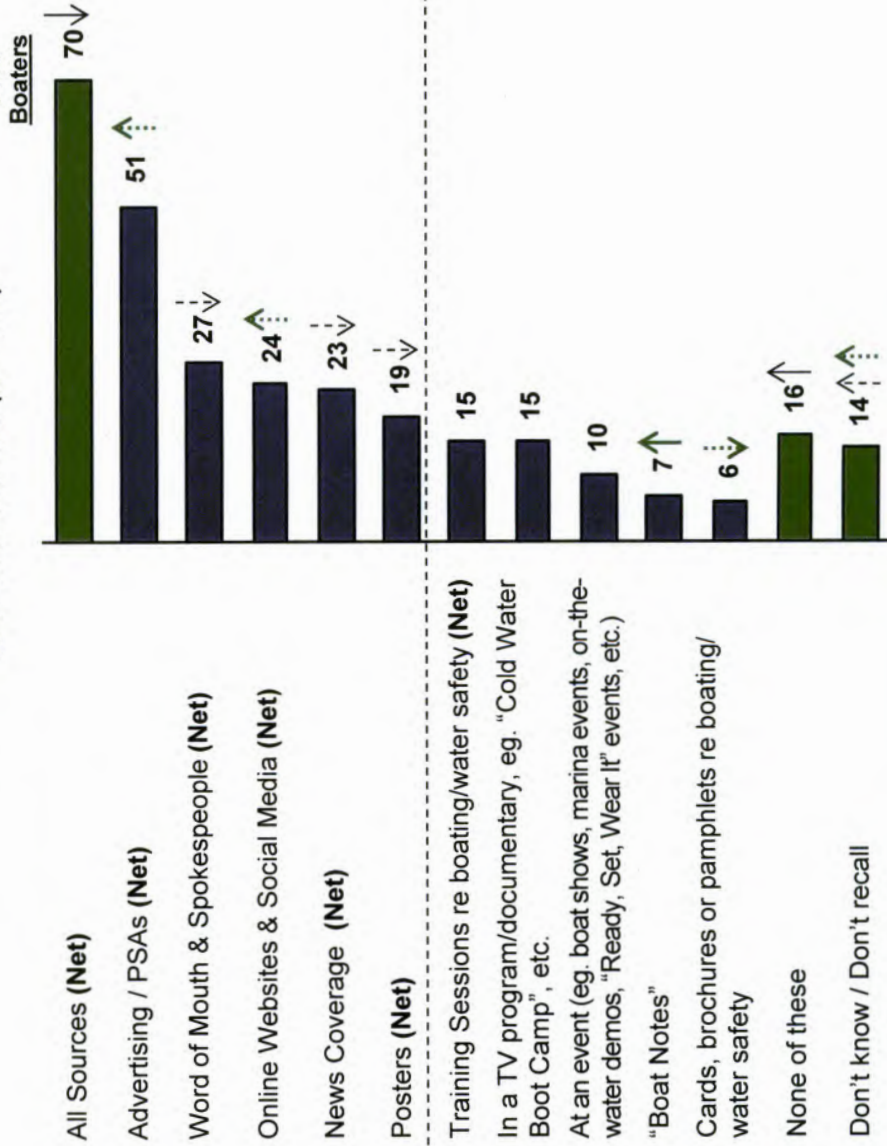






**With boaters 35-54 and 55+ yrs, lower awareness of many top sources vs. year ago Fall 2017 peak.**

**Sources of Awareness for Safe Boating Messages – Aug 2018**  
% of total boaters (n = 445)



	By Age		
	18-34 (158)	35-54 (185)	55+ (102)
All Sources (Net)	81	61 ↓	68 ↓
Advertising / PSAs (Net)	57	44 ↓	55
Word of Mouth & Spokespeople (Net)	38	19 ↓	23
Online Websites & Social Media (Net)	31	24	12 ↓
News Coverage (Net)	25	17 ↓	32
Posters (Net)	25	15	16 ↓
Training Sessions re boating/water safety (Net)	22	12	8
In a TV program/documentary, eg. "Cold Water Boot Camp", etc.	22	10	11
At an event (eg. boat shows, marina events, on-the-water demos, "Ready, Set, Wear It" events, etc.)	11	5 ↓	16
"Boat Notes"	8	9 ↑	2 ↓
Cards, brochures or pamphlets re boating/water safety	5 ↓	6	5 ↓
None of these	10	24 ↑	12
Don't know / Don't recall	9	15	20 ↑

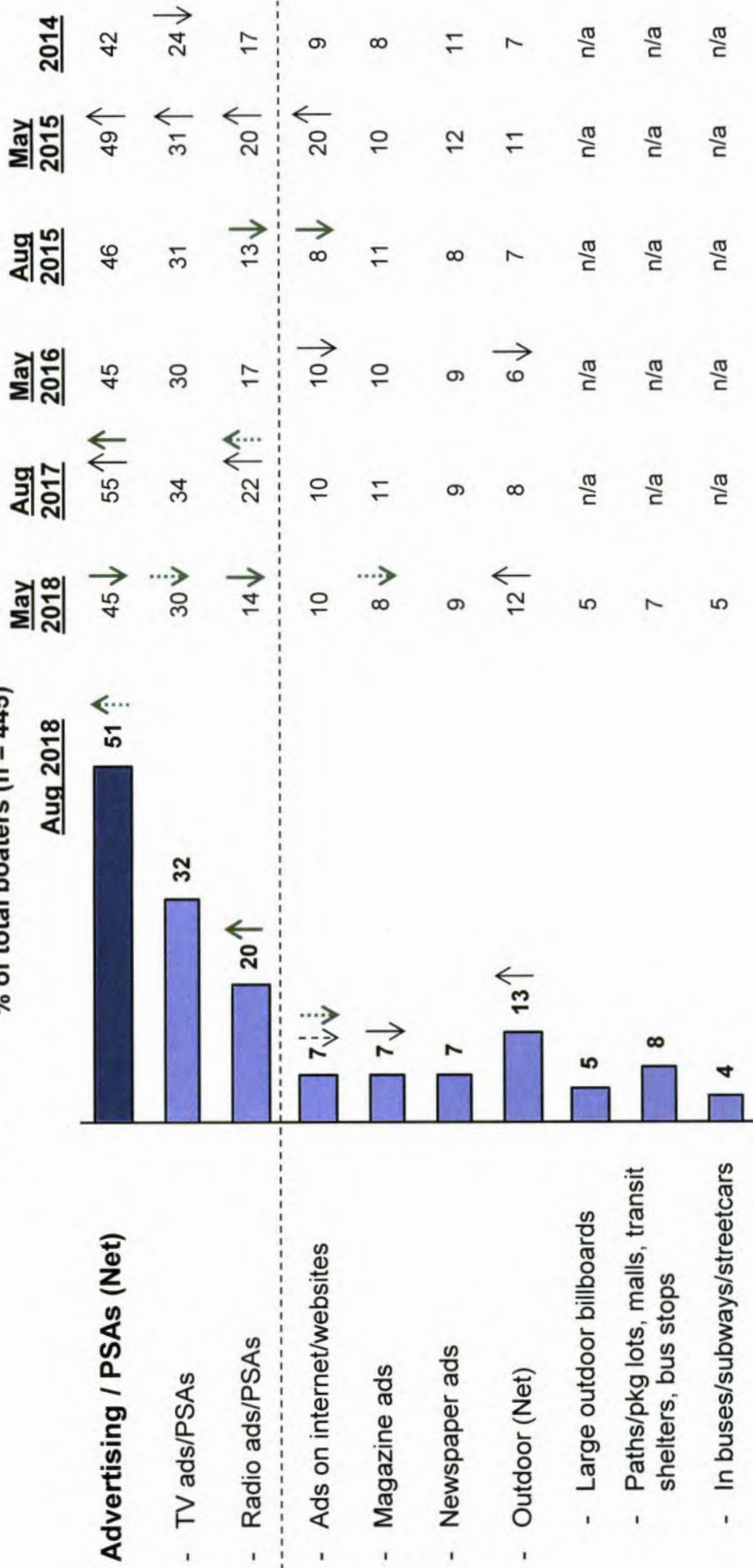
6. Which of the following are ways you have seen or heard about safe boating messages recently?



## Advertising awareness higher in Fall 2018 vs. Fall 2017 for Outdoor advertising; lower for Internet / website ads and Magazine ads. Net, overall Ad awareness in-line with Fall 2017 peak.

- With New Boaters, lower Fall 2018 net ad sources awareness (42%) than Total Boaters (51%), which traces to lower New Boater awareness of most ad sources: TV ads (15%), Radio ads (13%), Internet ads (4%) and Magazine ads (4%). Equal to Total Boaters for Outdoor ads at 13%.

Sources of Awareness for Safe Boating Messages  
% of total boaters (n = 445)



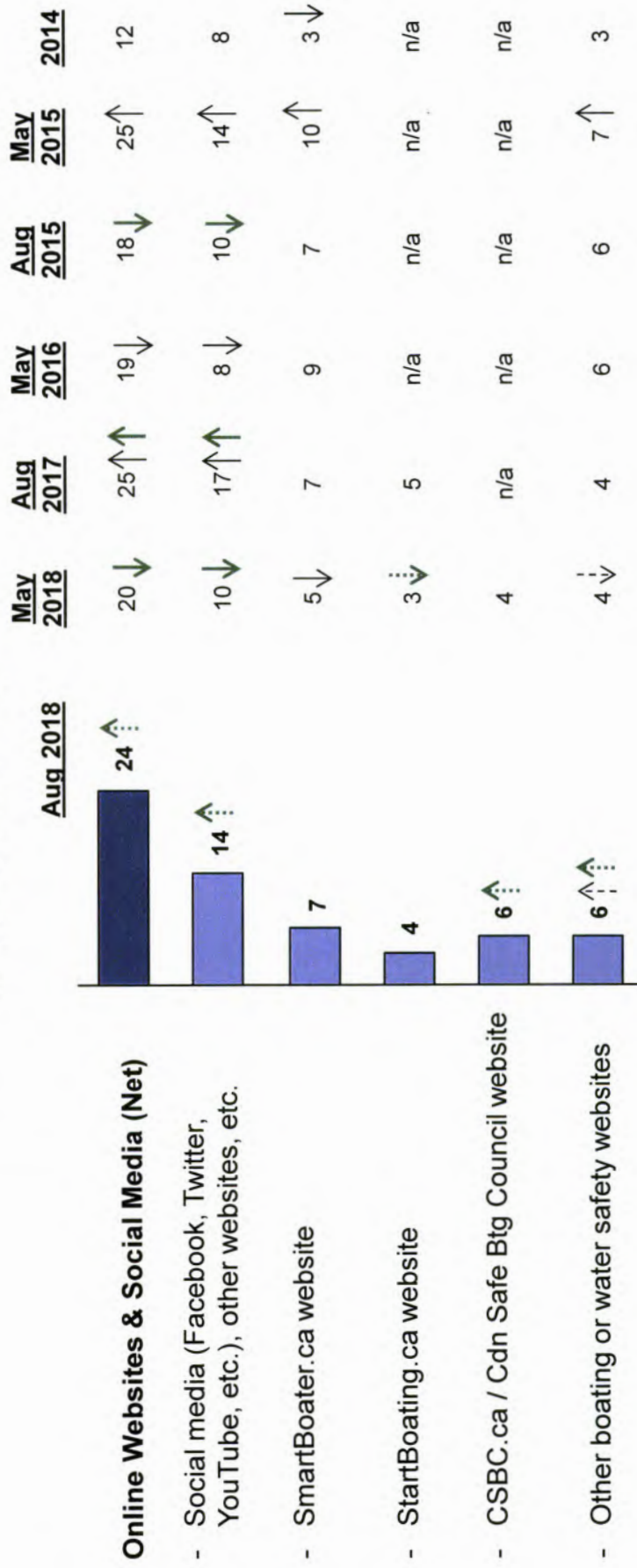




## Overall Online awareness unchanged in Fall 2018 vs. Fall 2017, although increases for some online sources since Spring 2018.

- For New Boaters, similar awareness sourced from StartBoating.ca website (5%) as for total Boaters (4%). Less awareness generated via social media with New Boaters (9%) than with total Boaters (14%).

Sources of Awareness for Safe Boating Messages  
% of total boaters (n = 445)

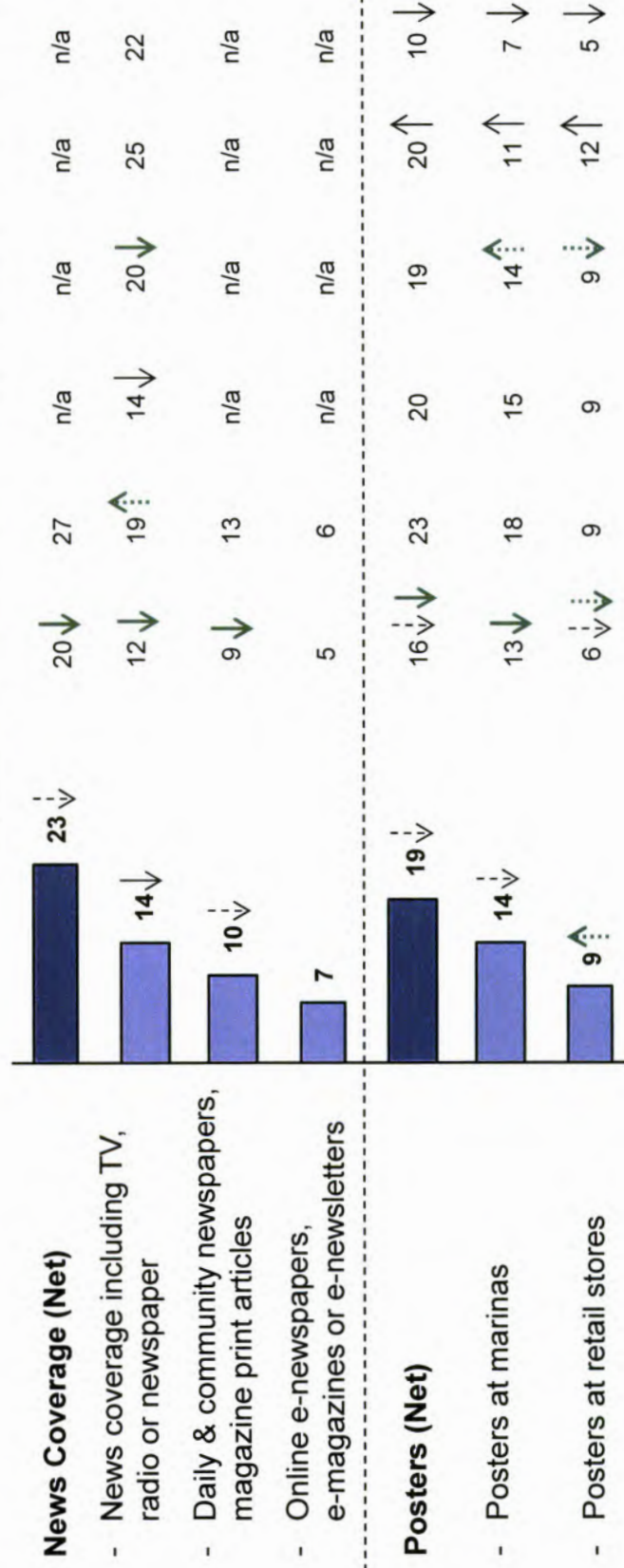




## Less News Coverage in Fall 2018 vs. Fall 2017, including less TV / Radio / Newspapers, and slightly less community newspapers / magazines coverage.

- Somewhat less awareness sourced from Posters in Fall 2018 vs. Fall 2017, tracing to less marina posters.

Sources of Awareness for Safe Boating Messages  
% of total boaters (n = 445)



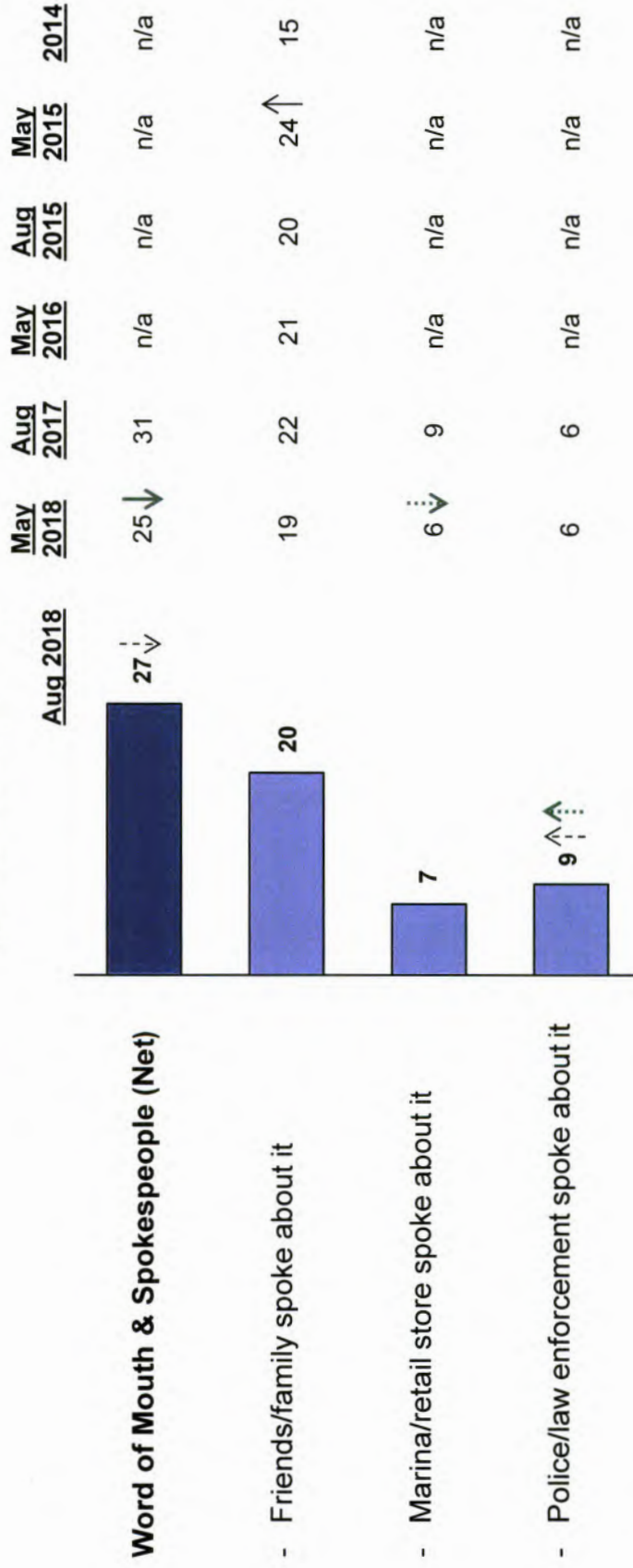




## Somewhat less awareness generated by Word of Mouth and Spokespeople overall; however more contribution from police.

- Police spokesperson contribution to awareness with New Boaters (14%) also strong (vs. 9% with total Boaters).

Sources of Awareness for Safe Boating Messages  
% of total boaters (n = 445)

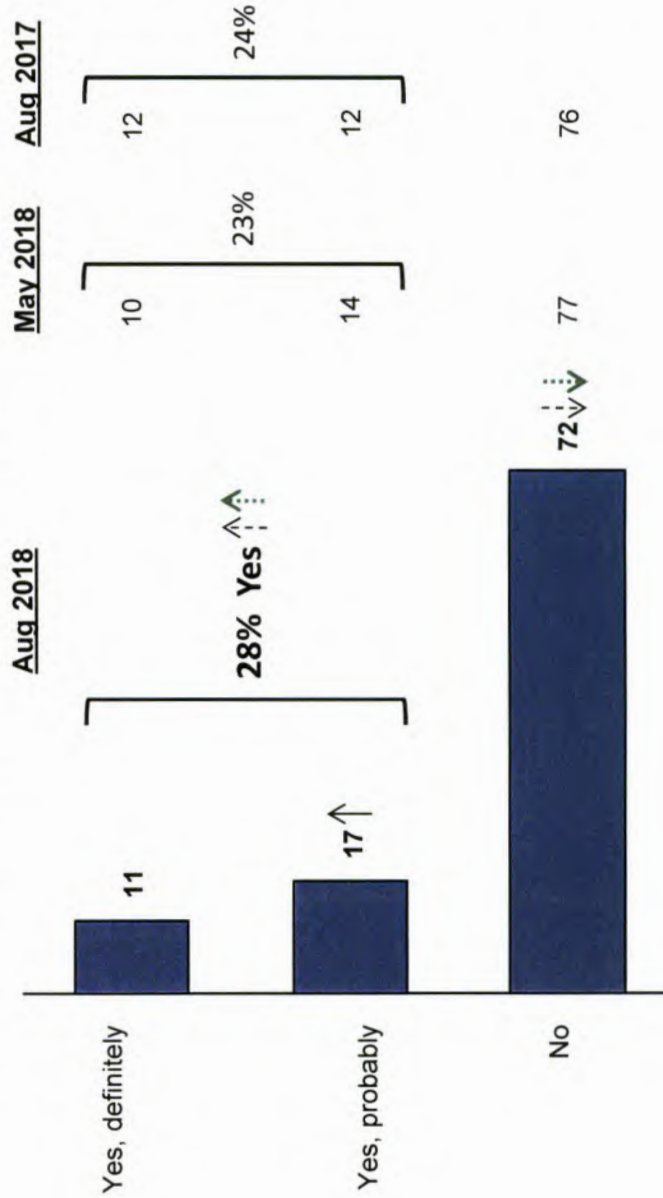




# In Fall 2018, 28% of boaters say they had seen the CSBC "Got Time", "Tired of Waiting" &/or "Unexpected Happens" Lifejacket Outdoor poster ads – up from the Fall 2017 & Spring 2018 awareness levels for "Got Time" & "Tired of Waiting".

- Including almost half of New Boaters (48%).
- Strong awareness across most boating activity sub-groups and 18-34 yrs.
- Much lower awareness (9%) among Interested Non-Boaters.

**"Got Time" / "Tired of Waiting" / "Unexpected Happens" Poster Ads Awareness**  
 – % of Total Boaters (n = 445)



Category	Net: Yes: Definitely / probably
Total Boaters & Interested Non-Boaters	20
Boaters	28
Interested Non-Boaters	7
New Boaters	48
Born in Canada	19
Not Born in Canada	26
English	23
French	18
Male	24
Female	16
18 - 34	30
35 - 54	16
55+	14
Fishing	29
Pleasure powerboating	31
Drivers of powerboats	37
Passengers	26
Ride PWC	39
Canoeing & kayaking	33
Sailing	46

9. Below are three posters you may or may not have seen before. You may have seen these posters outdoors on streets/paths/parking lots or at transit shelters/bus stops. Have you seen any (one or more) of these posters before today?

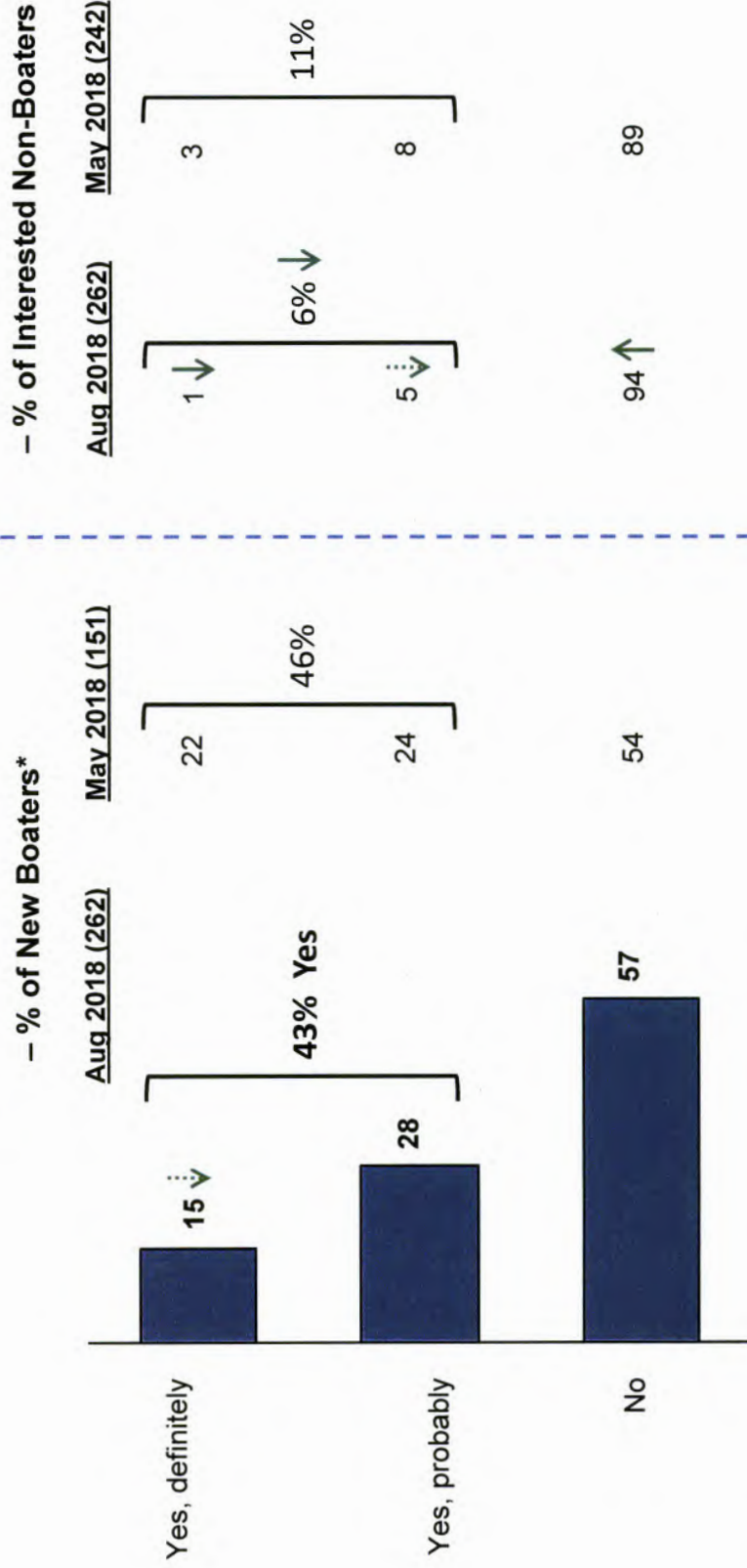




Just under half (43%) of the New Boaters target group say they saw the “Start Boating This Summer” outdoor poster ads for StartBoating.ca in Fall 2018; in-line with the 46% who had seen them in Spring 2018.

- Much higher than for the secondary target of Interested Non-Boaters (6%).
- New Boaters continue to be generally much more attuned to communications about boating safety. In Fall 2018, they also had high aided awareness of the “Got Time” / “Tired of Waiting” / “Unexpected Happens” Lifejacket posters (48%), and high Fall 2018 aided awareness of the CSBC Boating Safety Cards (45%).

### “Start Boating This Summer” Poster Ads Awareness



\* New Boaters = Boaters who began boating within the last 2 years.

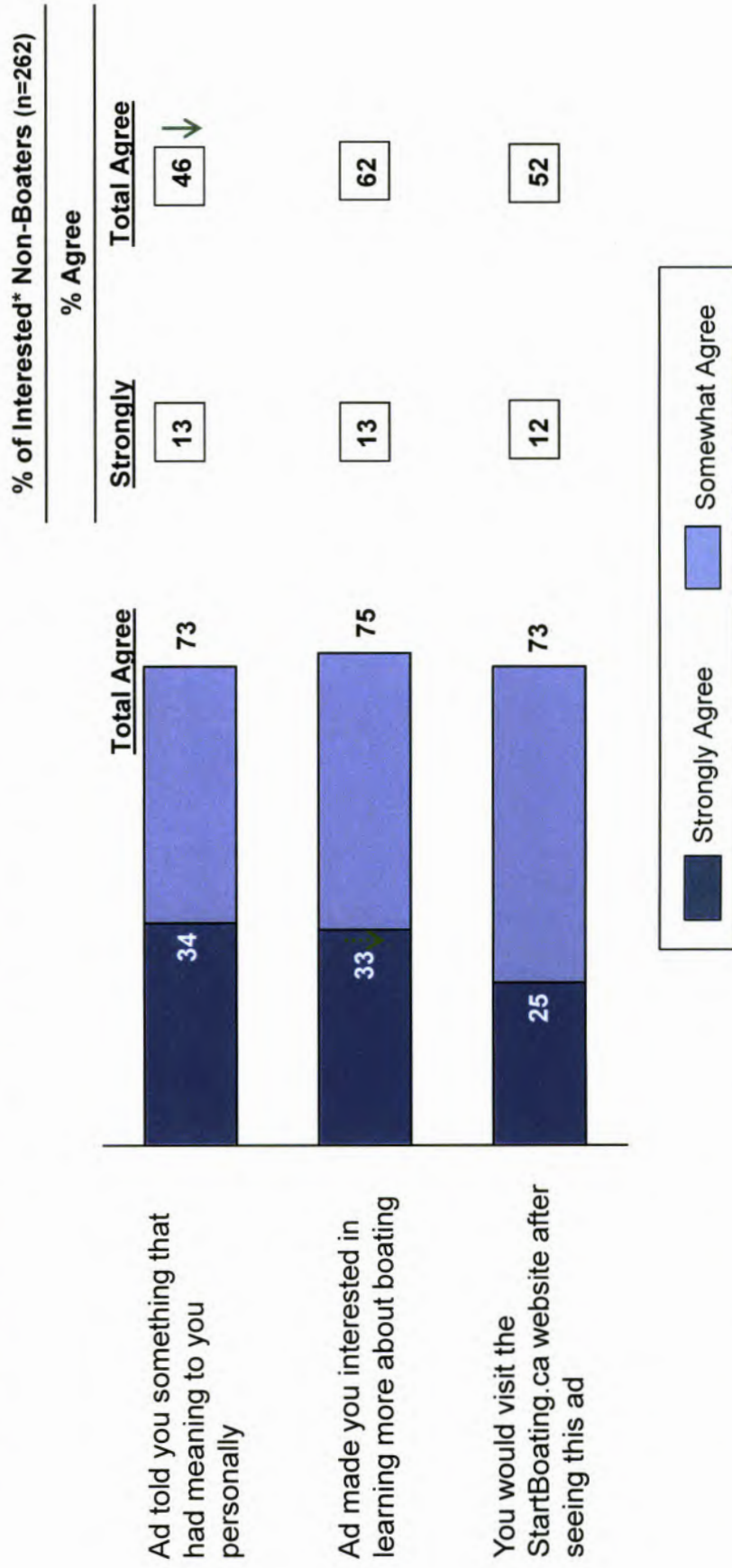
11a. Below are two poster ads that you may or may not have seen before. You may have seen these posters outdoors on streets/paths/parking lots or at transit shelters/bus stops. Please take a look at these ads now. Have you seen either or both of these posters before today?



The “Start Boating This Summer” poster ads are effective in engaging New Boaters - the ads are relevant and interesting to them, and elicit good interest in visiting the StartBoating.ca website.

- These are similar levels of positive reaction as achieved in Spring 2018 for these outreach poster ads.
- The “Start Boating This Summer” poster ads are less impactful with Interested Non-Boaters.

### Reaction to “Start Boating This Summer” Poster Ads - % of New Boaters (n=129)



\* New Boaters = Boaters who began boating within the last 2 years.

11b. Please take again at the same two posters. How strongly do you agree or disagree that each of the following statements applies to these poster ads?



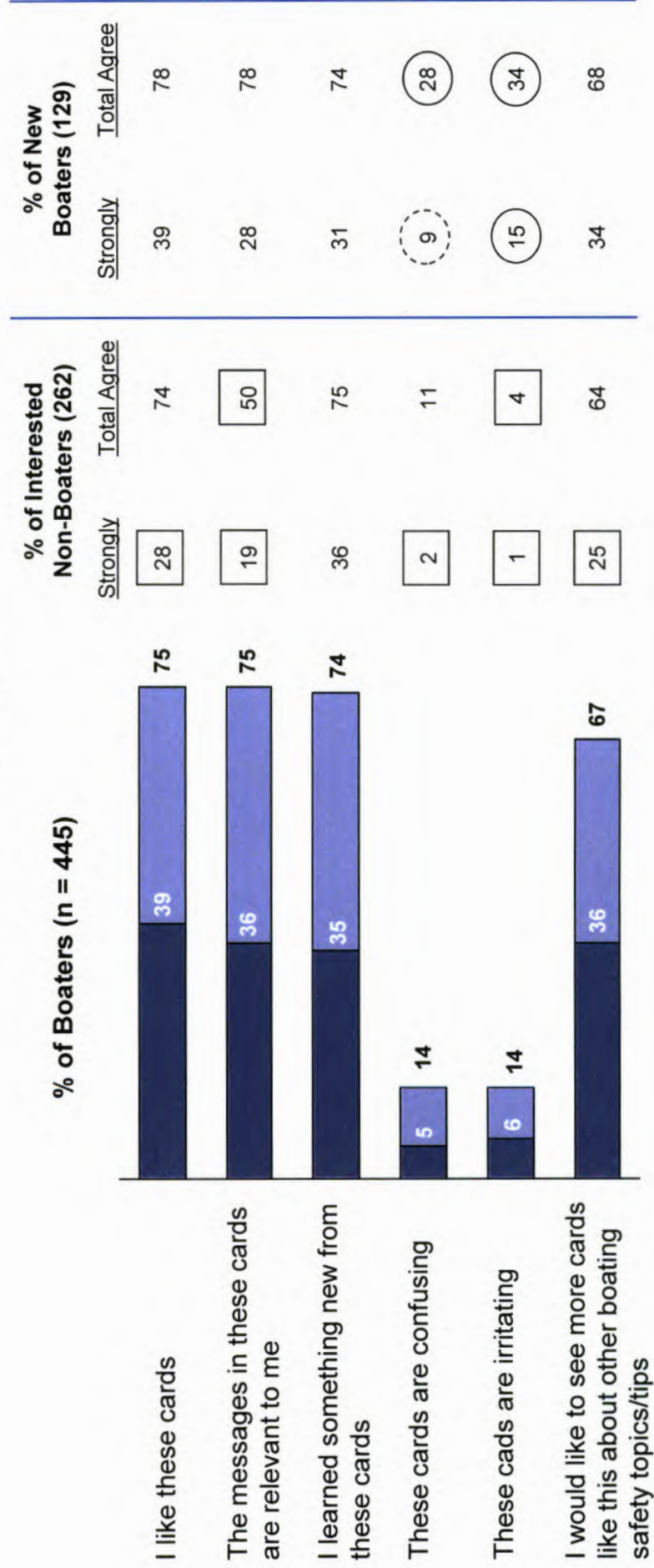




# The Boating Safety Cards are effective in providing relevant, well-received new information to Boaters. Most Boaters would like to see more of these cards on other boating safety topics.

- New Boaters are similarly positive about the Cards, other than being more “irritated” and “confused” by them, despite liking them as much as Boaters in total.
- Interested Non-boaters rate the Cards lower, particularly for being less relevant to them.

## Reaction to “Boating Safety Cards”



12b. Thinking about all of these cards/brochures together, whether you have seen them before today or not, how strongly do you agree or disagree that each of the following statements applies to the cards you just saw?





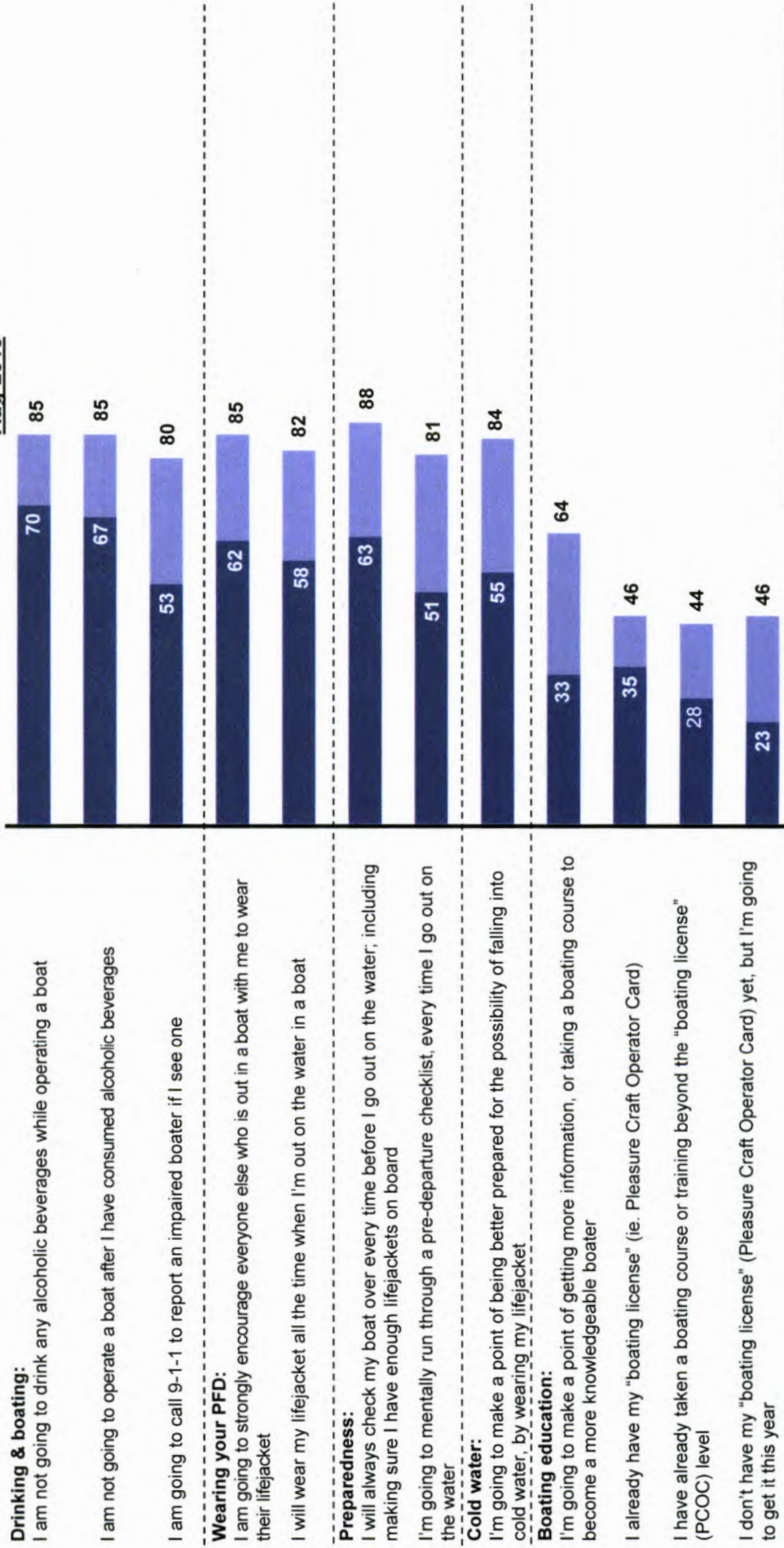
# Safe Boating Attitudes/Behaviours



**Strong (top-2-box) majority boater intent/support for desired safe boating attitudes & behaviours re: not drinking & boating, wearing lifejackets, vessel preparedness and cold water. Lower for boating education.**

**Desired Safe Boating Attitudes/Behaviours - % agree they are doing or intend to do this year (n=445)**

Aug 2018



■ % strongly agree – top-2-box 9-10 rating on 10 pt scale  
 ■ % agree – 6-10 rating on 10 pt scale

7. Please indicate how much you agree or disagree that each of these statements applies to you, ie. describes things you are doing or intend to do this year (on a scale from 1[Strongly disagree] to 10[Strongly agree])

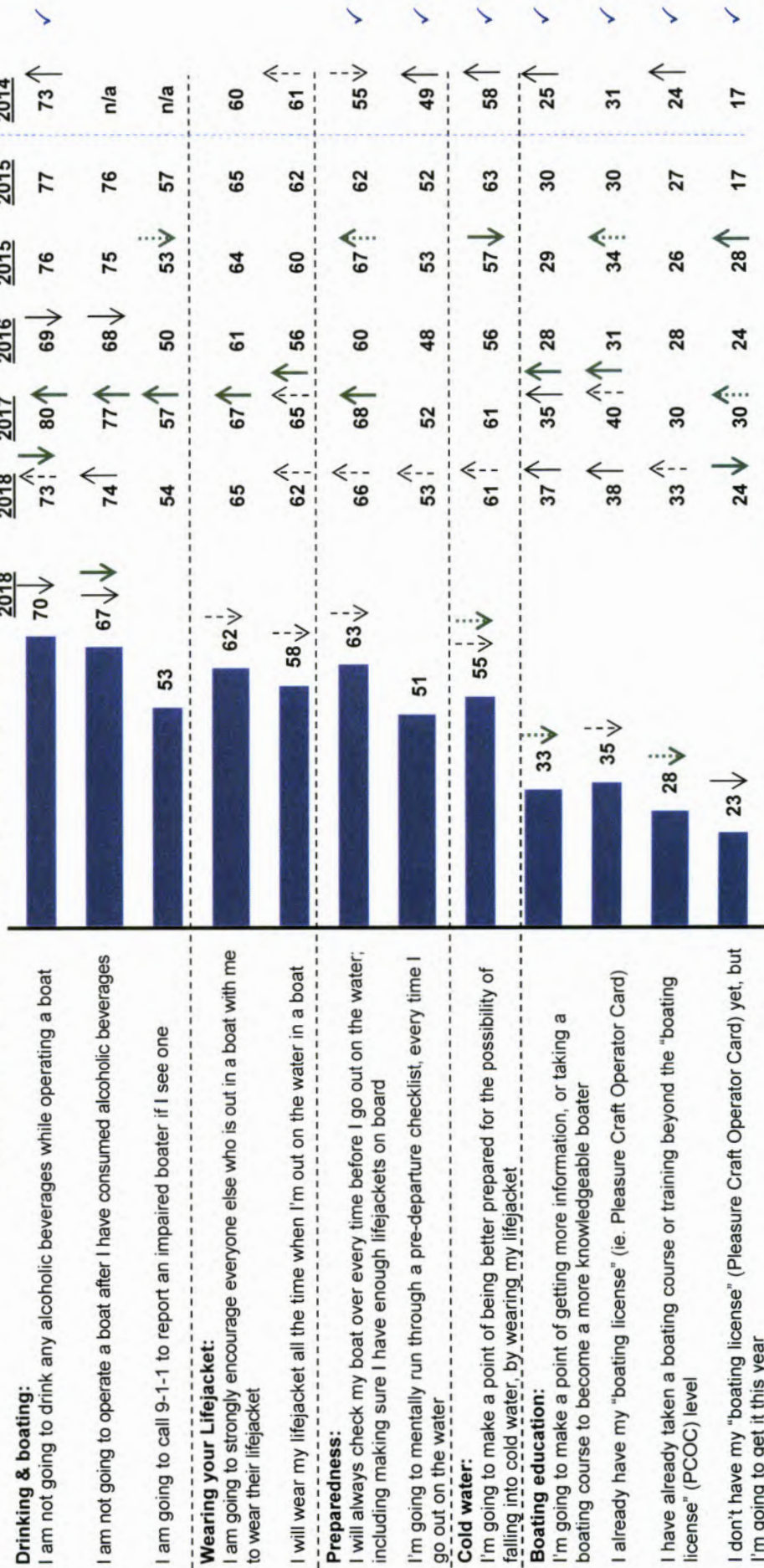




# Decreases in Fall 2018 vs. Fall 2017 peak for a number of desired boating behaviours across the 5 boating safety areas.

- Long-term improvements in many desired boater attitudes and behaviours during the past 4 years since 2015, compared to earlier years.

## Desired Safe Boating Attitudes/Behaviours - % strongly agree they are doing or intend to do this year (top-2-box 9-10 rating on 10 pt scale) (n=445)



↑ = increase or decrease versus previous wave at same time of year

↕ = cross-seasonal comparisons. i.e. Aug 2018 increase or decrease vs. May 2018; May 2018 vs. Aug 2017; Aug 2017 vs. May 2016; or August 2015 vs. May 2014.

✓ = long-term increase for 2015-18 vs 2013-14

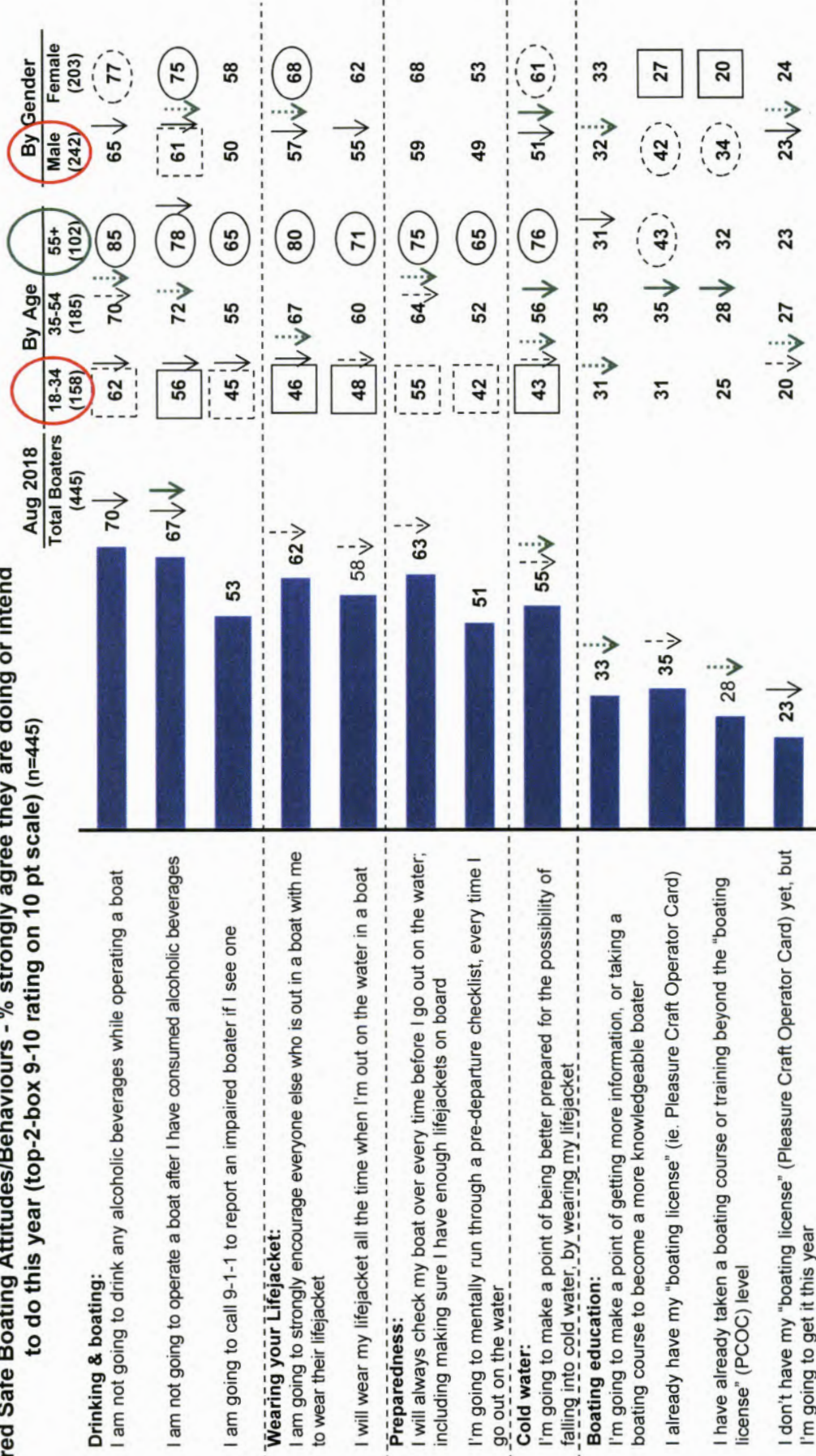
7. Please indicate how much you agree or disagree that each of these statements applies to you, ie. describes things you are doing or intend to do this year (on a scale from 1[Strongly disagree] to 10[Strongly agree])





# Fall 2018 decreases in desired boating safety intent / behaviours trace especially to younger boaters 18-34 yrs and males.

**Desired Safe Boating Attitudes/Behaviours - % strongly agree they are doing or intend to do this year (top-2-box 9-10 rating on 10 pt scale) (n=445)**



7. Please indicate how much you agree or disagree that each of these statements applies to you, ie. describes things you are doing or intend to do this year (on a scale from 1[Strongly disagree] to 10[Strongly agree])





## Other Sub-group Differences in Safe Boating Attitudes/Behaviours: Especially down with Fishers

### By Boating Activities:

- **The Fall 2018 overall decrease in boating safety behaviours traces especially to Fishers.** After improvements through 2017, their Fall 2018 intentions / behaviours are lower than Fall 2017 for: drinking and boating; wearing lifejackets; cold water preparedness; and having their boating license (PCOC).
- However across boating activities, **weaker drinking & boating intentions/ behaviours** in Fall 2018, vs. both Fall 2017 & Spring 2018, are broad-based, being down for Fishers, Pleasure powerboaters, PWC riders, powerboat Drivers & Passengers, and Paddlers.
  - Including fewer who strongly agree they will 'not drink any alcoholic beverages while operating a boat': Fishers (67% in Fall 2018 vs. 79% in Fall 2017); Pleasure powerboaters (69% vs. 77%); PWC riders (58% vs. 78%); Drivers (63% vs. 74%), Passengers (69% vs. 80%).
  - And fewer who strongly agree they will 'not operate a boat after consuming alcoholic beverages': Fishers (63% in Fall 2018 vs. 78% in Fall 2017); Pleasure powerboaters (64% vs. 79%); PWC riders (59% vs. 78%); Drivers (58% vs. 76%), Passengers (68% vs. 80%).
- **Weaker Fall 2018 boater intentions to wear lifejackets trace especially to Fishers and Paddlers.**  
Including:
  - Fewer Fishers who say they will 'Wear their lifejacket all the time' (58% Fall 2018 vs. 67% Fall 2017); and 'Strongly encourage everyone else who is out in a boat with them to wear their lifejacket' (59% vs. 69%).
  - Fewer Paddlers who say they will 'Wear their lifejacket all the time' (53% Fall 2018 vs. 65% Fall 2017).
- **After an increase in Spring 2018, the Fall 2018 decrease in Cold Water preparedness (vs. both Fall 2017 & Spring 2018) traces to Fishers, Paddlers and powerboat Drivers.** Fewer strongly agree they will try to 'be better prepared for the possibility of falling into cold water, by wearing my lifejacket':
  - Fishers (51% in Fall 2018 vs. 65% in Fall 2017 / 65% in Spring 2018); Paddlers (53% vs. 60%/60%); and Drivers (51% vs. 61%/57%).





## Other Sub-group Differences in Safe Boating Attitudes/Behaviours: Especially down in B.C.

### By Region:

- In Fall 2018 the national boater decreases in desired boating safety intent / behaviours are most evident regionally in B.C., where Fall 2018 intentions are down vs. Fall 2017 for drinking and operating boats, wearing lifejackets, cold water preparedness and pre-departure checklist preparedness.
- **Drinking & boating behaviours are weaker** in Fall 2018 vs. Fall 2017 in B.C, Prairies, Ontario:
  - Fewer boaters strongly agree they will 'Not drinking alcoholic beverages while operating a boat' in B.C. (50% in Fall 2018 vs. 81% in Fall 2017), Prairies (66% vs. 79%) and Ontario (75% vs. 83%).
  - Fewer boaters strongly agree they will 'not operate a boat after consuming alcoholic beverages' in Ontario (69% in fall 2018 vs. 79% in Fall 2017).
- **Weaker Fall 2018 boater intentions to wear lifejackets traces to the West:**
  - Fewer boaters strongly agree they will 'wear their lifejackets all the time' in B.C. (42% in Fall 2018 vs. 66% in Fall 2017) and Prairies (56% vs. 70%).

### New Boaters:

- In Fall 2018, New Boaters (56%) are less likely than total Boaters (67%) to strongly agree they are "not going to operate a boat after consuming alcoholic beverages".
- All other intentions of New Boaters are similar to Boaters in total.
- The Fall 2018 trends for New Boaters, as well as Boaters not Born in Canada, are similar to Boaters in total.





# Wearing Lifejackets



In Fall 2018, the proportion of boaters who say they 'Always' wear their lifejacket dropped back below the Fall 2017 peak level – in-line with Fall 2015 (57%) and Fall 2014 (53%).

**% of Boaters who say they Always wear a Lifejacket when Boating (n=509)**



1. Overall, how often do you wear a lifejacket when in a boat?

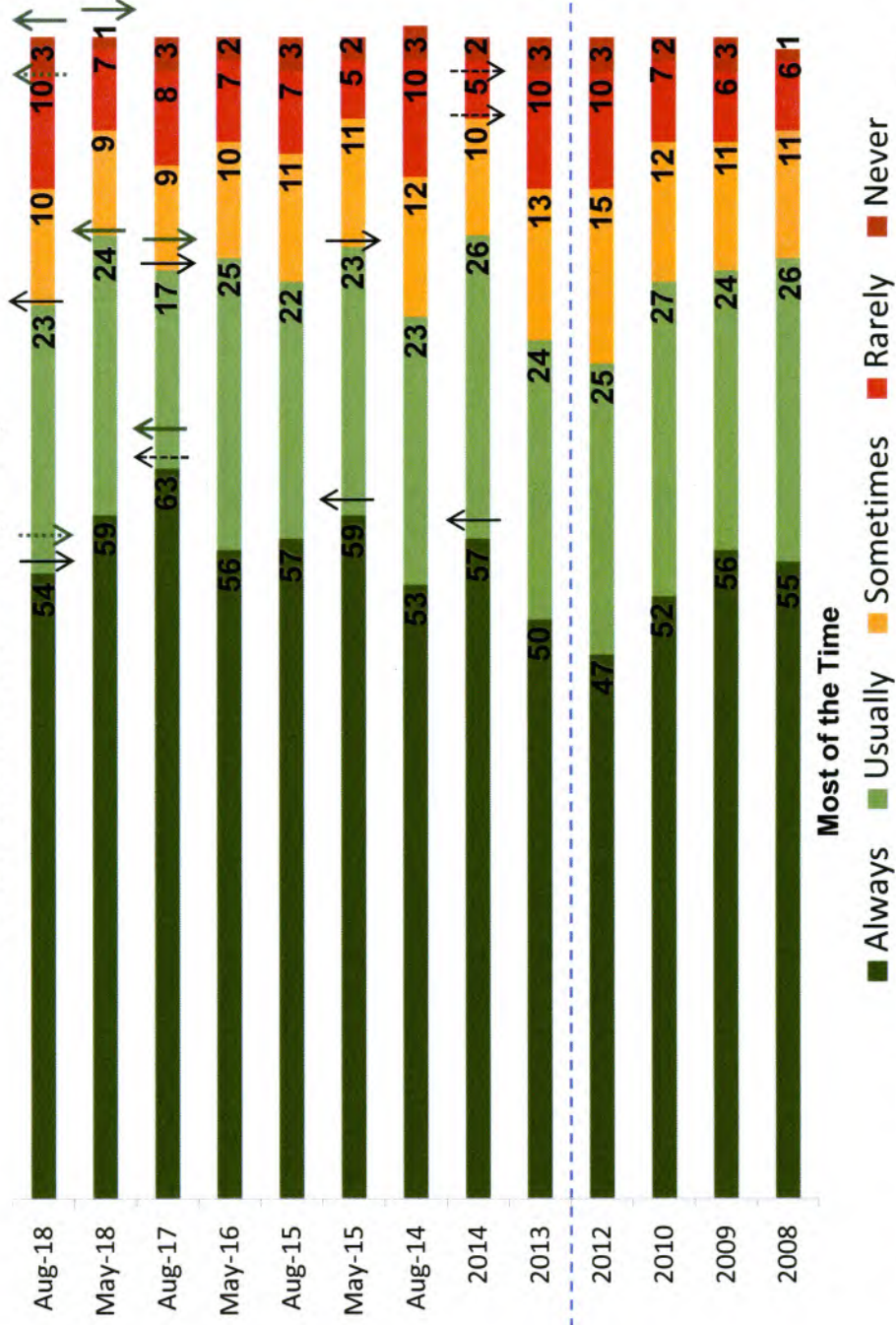




In Fall 2018, compared to Fall 2017, there are more boaters who say they 'Usually' wear their lifejackets, and fewer who say 'Always'.

## How often boaters say they wear a lifejacket

% of total boaters (n=445)



↑ = increase or decrease versus previous wave at same time of year

↑↓ = cross-seasonal comparisons. i.e. Aug 2018 increase or decrease vs. May 2018; May 2018 vs. Aug 2017; Aug 2017 vs. May 2016; or August 2015 vs. May 2014.

\* 2008 – 2014 research conducted in May each year

1. Overall, how often do you wear a lifejacket when in a boat?

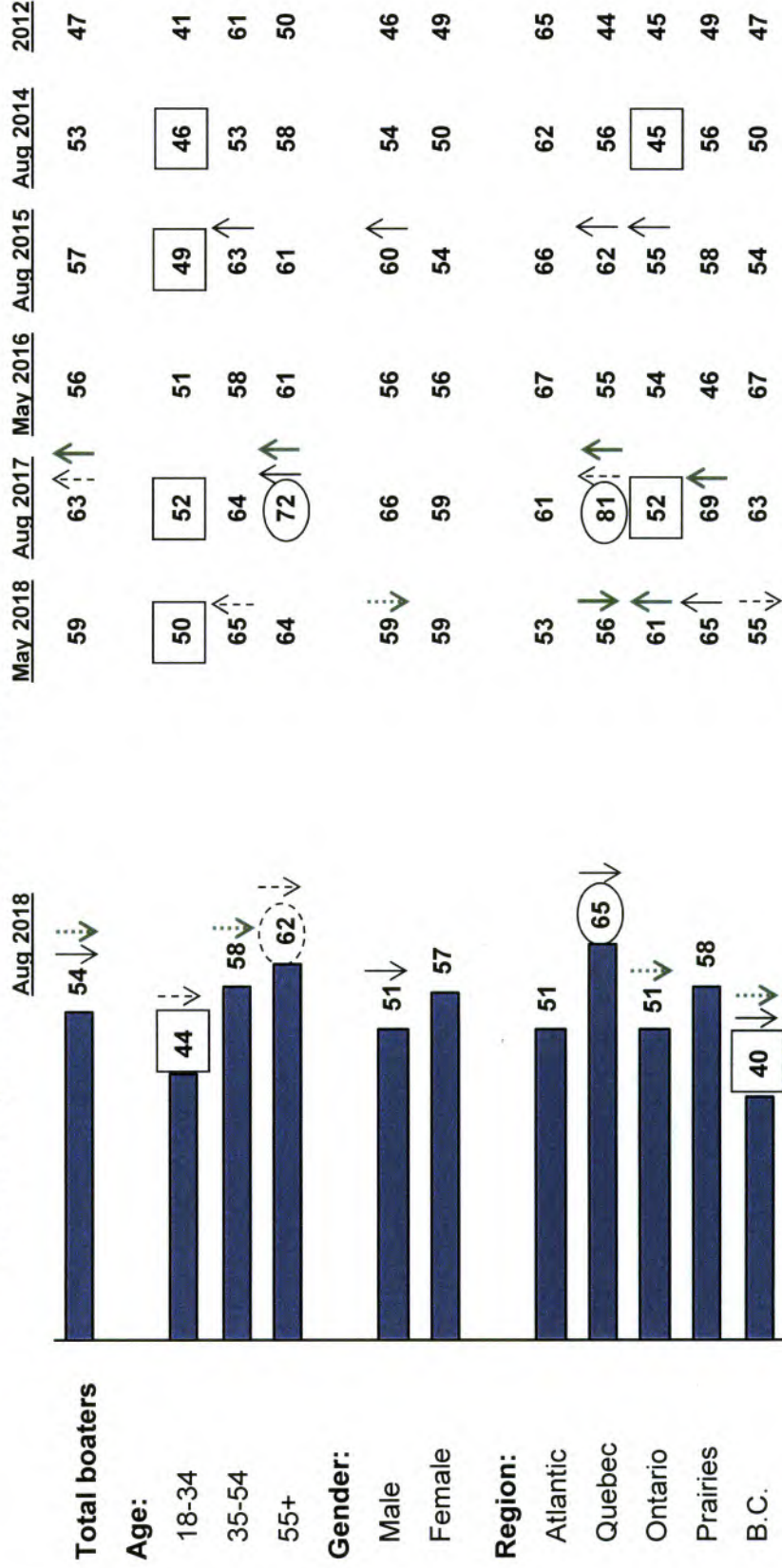




# Fall 2018 decreases in claimed lifejacket wearing vs. Fall 2017 peak are with boaters 18-34 yrs & 55+ yrs, males, and regionally in Quebec & B.C.

- Lowest wear rates are with younger boaters 18-34 yrs and in B.C.
- New Boaters (60%) in line with Total Boaters (54%) for "Always" wear lifejacket.

## % of boaters in each sub-group who say they "Always" wear a lifejacket when out in a boat

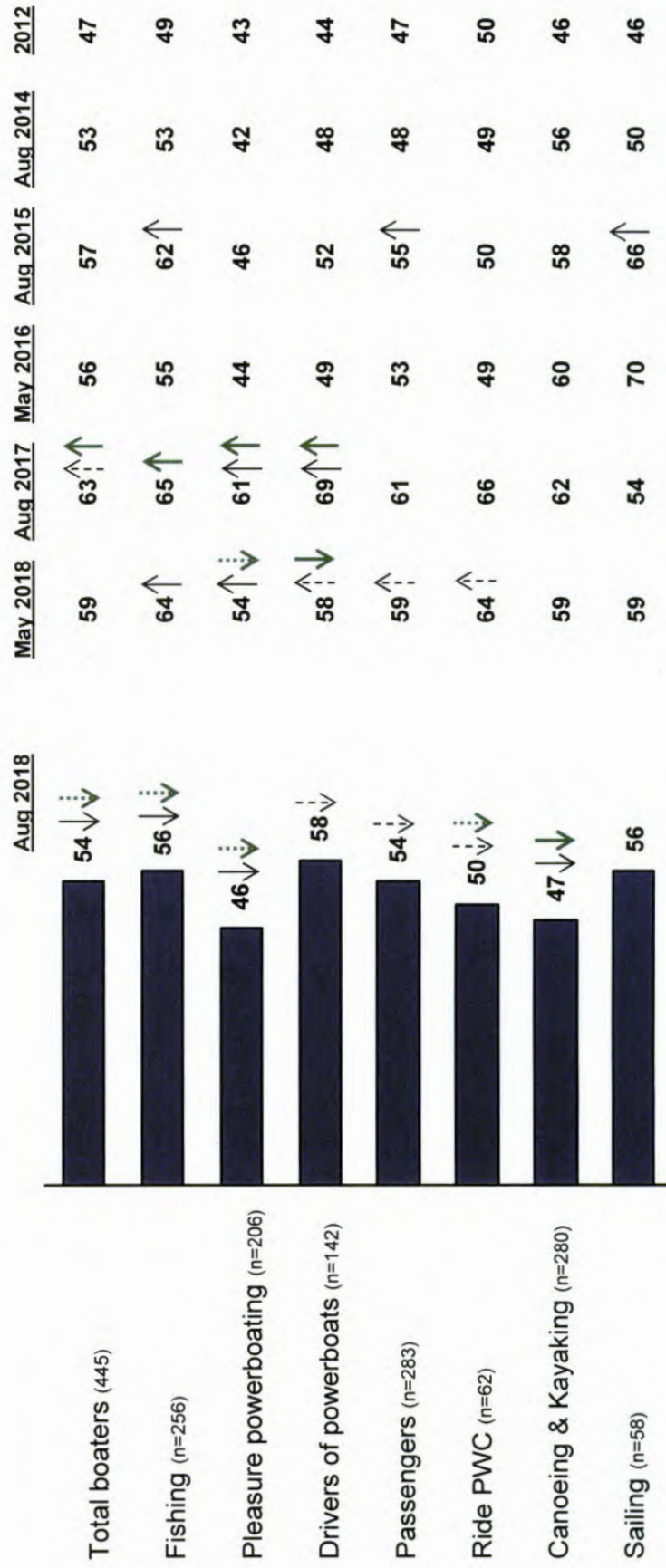






## Fall 2018 decreases in claimed lifejacket wearing for all boating activity groups except Sailors.

% of boating activity participants who say they “Always” wear a lifejacket

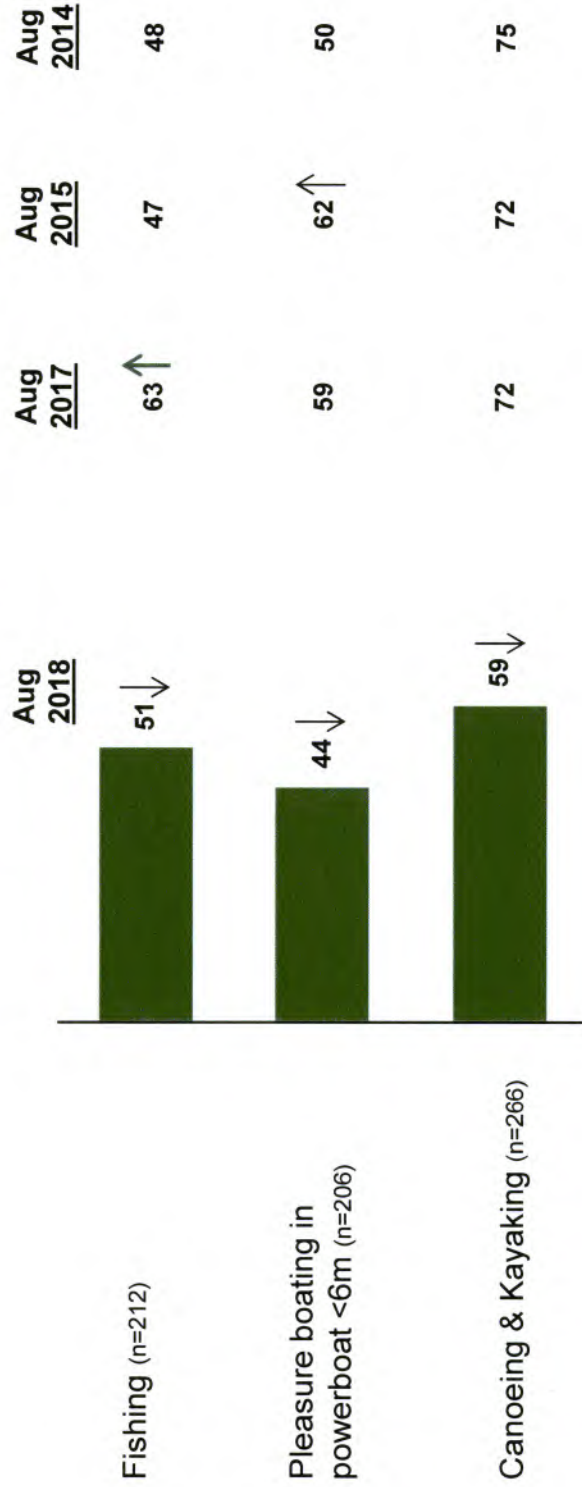


1. Overall, how often do you wear a lifejacket when in a boat?



**By activity, fewer Fishers, Pleasure powerboaters and Paddlers say they 'Always' wear a lifejacket in Fall 2018 compared to Fall 2017. Lower than all previous waves for Pleasure boating and Paddling.**

**% of boaters who say they always wear a lifejacket while fishing/ pleasure powerboating/ paddling  
% of boaters by type**



2a / b / c. How often do you wear a lifejacket when you are in a canoe or kayak? / fishing from a boat / pleasure boating in a powerboat under 6 metres in length for reasons other than fishing



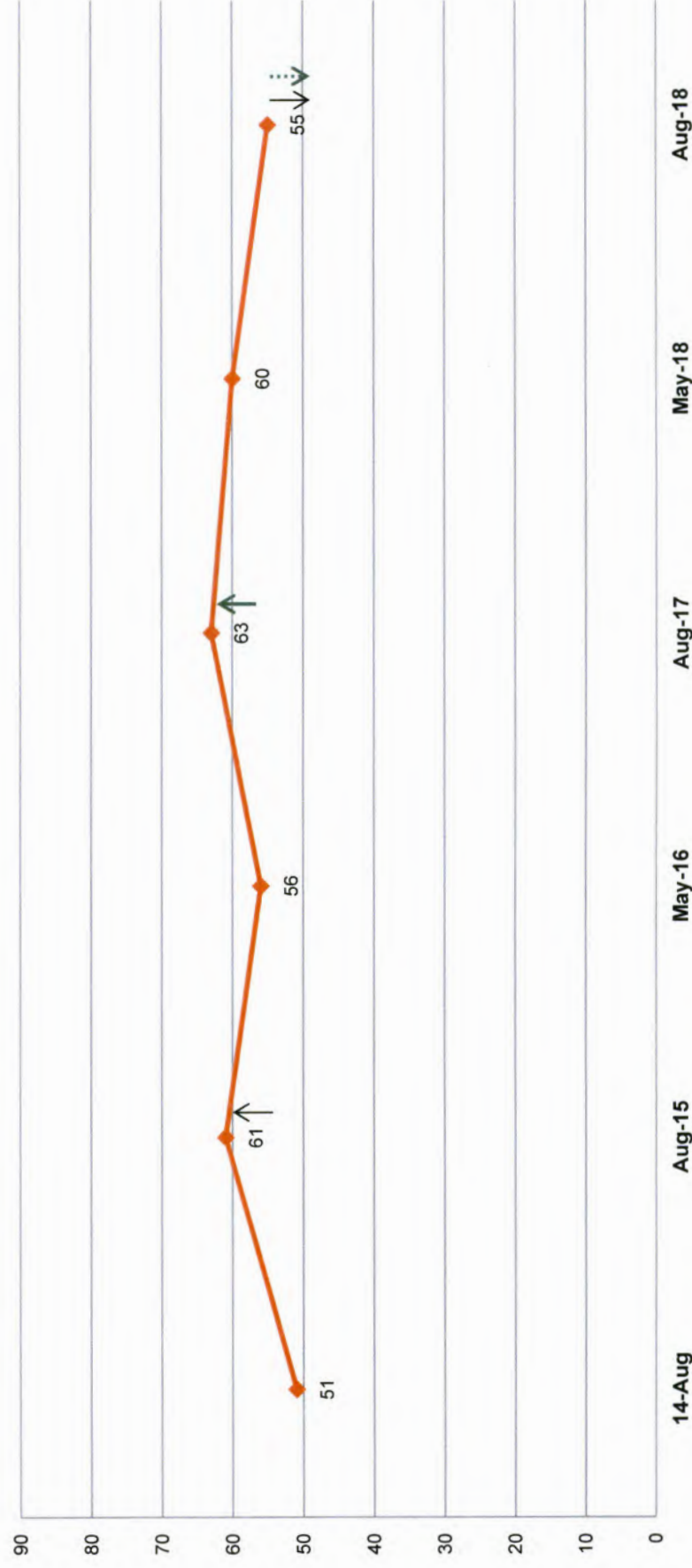


# Drinking and Boating



In Fall 2018, the proportion of boaters who say they 'Never' drink before or while boating (55%) is down from Fall 2017 and Spring 2018 levels.

**% of Boaters who say they Never Drink while Boating (n=445)**



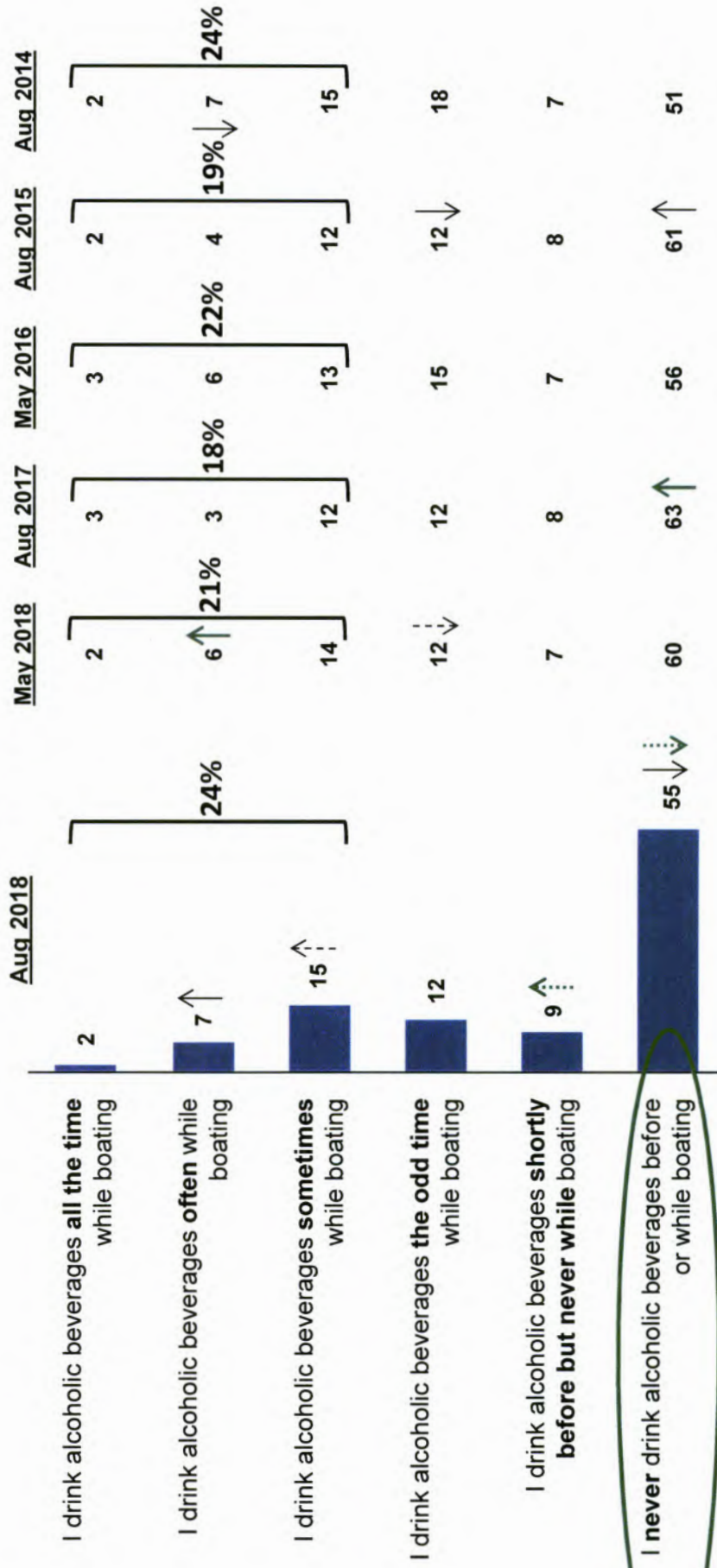
3. Overall, which of the following applies to you personally when you are in a boat?



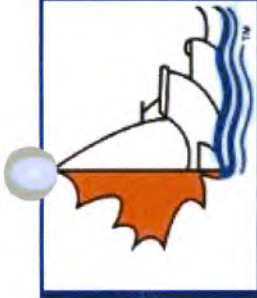


In Fall 2018, compared to Fall 2017, more boaters who say they 'Often' or 'Sometimes' drink alcoholic beverages while boating, and fewer who say 'Never'.

### How often boaters say they drink while boating\* % of total boaters (n=445)



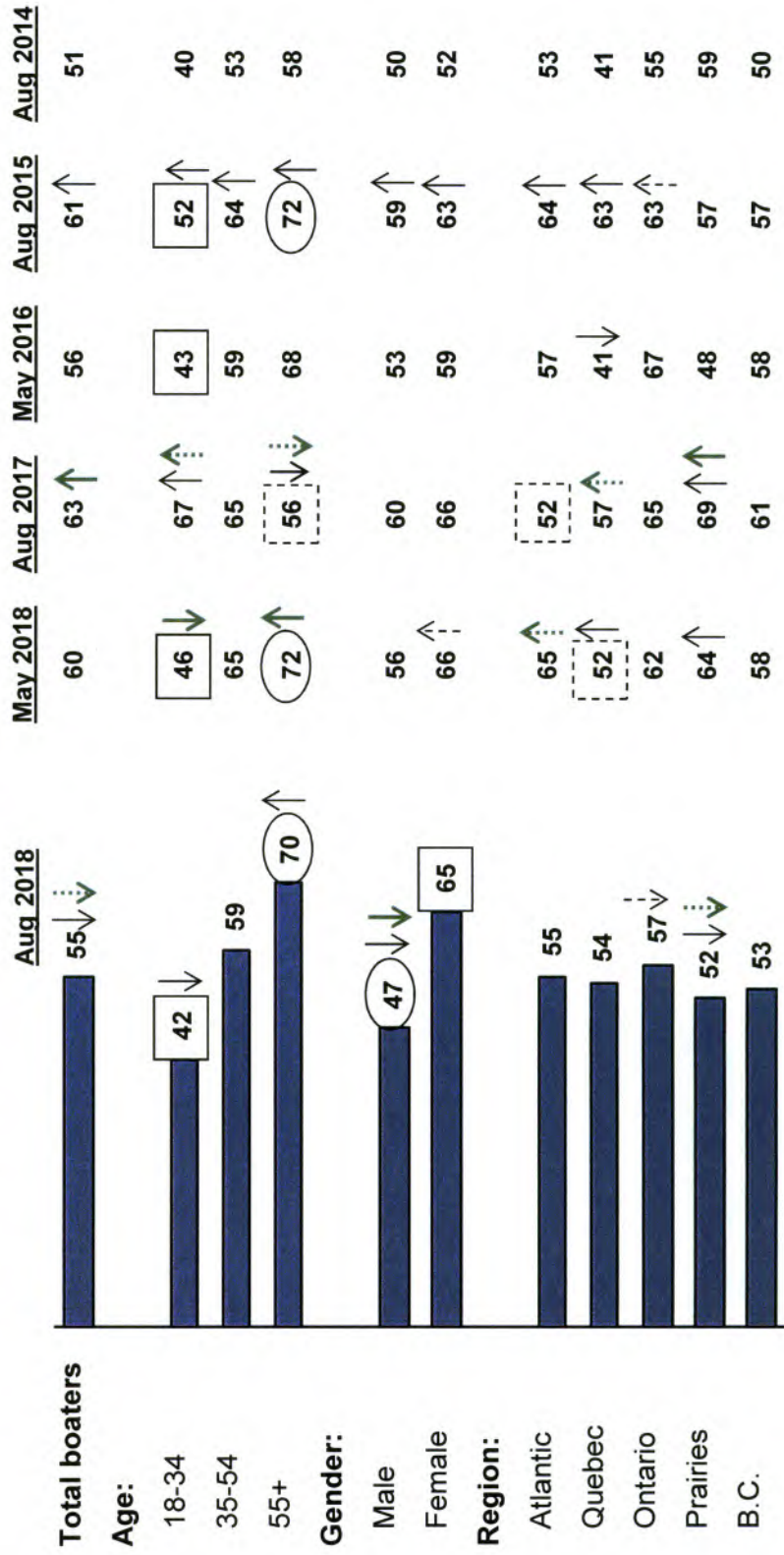
3. Overall, which of the following applies to you personally when you are in a boat?



## Reduction in boaters saying they 'Never' drink before or while boating in Fall 2018 vs. Fall 2017 traces to 18-34 yrs, Males, and Ontario & Prairies regions.

- On the other hand, more boaters 55+ yrs who say they 'Never' drink before or while boating.
- Lowest compliance for 18-34 yrs and Males.

### % of boaters in each sub-group who say they "Never" drink alcoholic beverages before or while boating



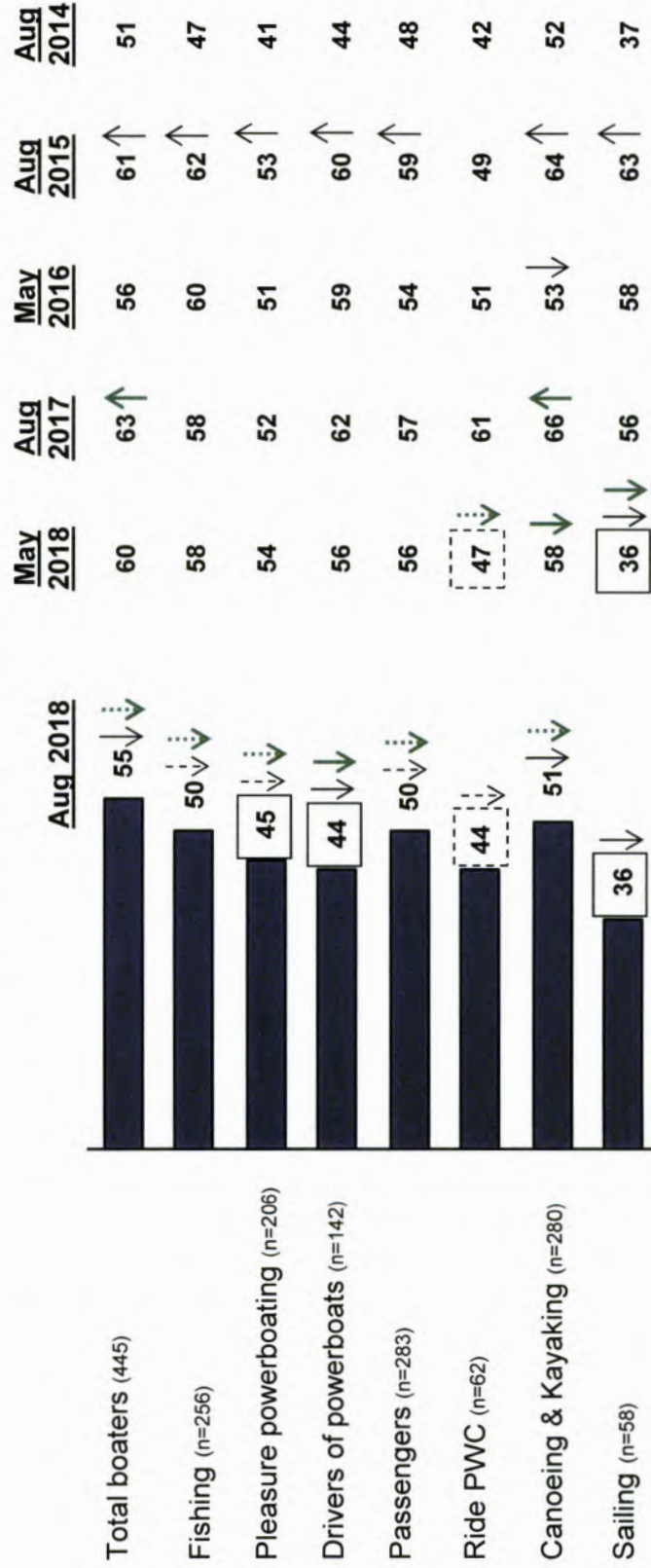




## Fall 2018 decreases in 'Never' drinking alcoholic beverages before or while boating for all boating activity groups.

- Lowest compliance for Pleasure powerboaters, Drivers of powerboats, PWC riders and Sailors.
- New Boaters are much more prone to 'drink & boat' than more established boaters. New Boaters (45%) are less likely than Boaters (60%) in total to 'Never' drink alcoholic beverages before or while boating.

### % of boating activity participants who say they "Never" drink alcoholic beverages before or while boating\*



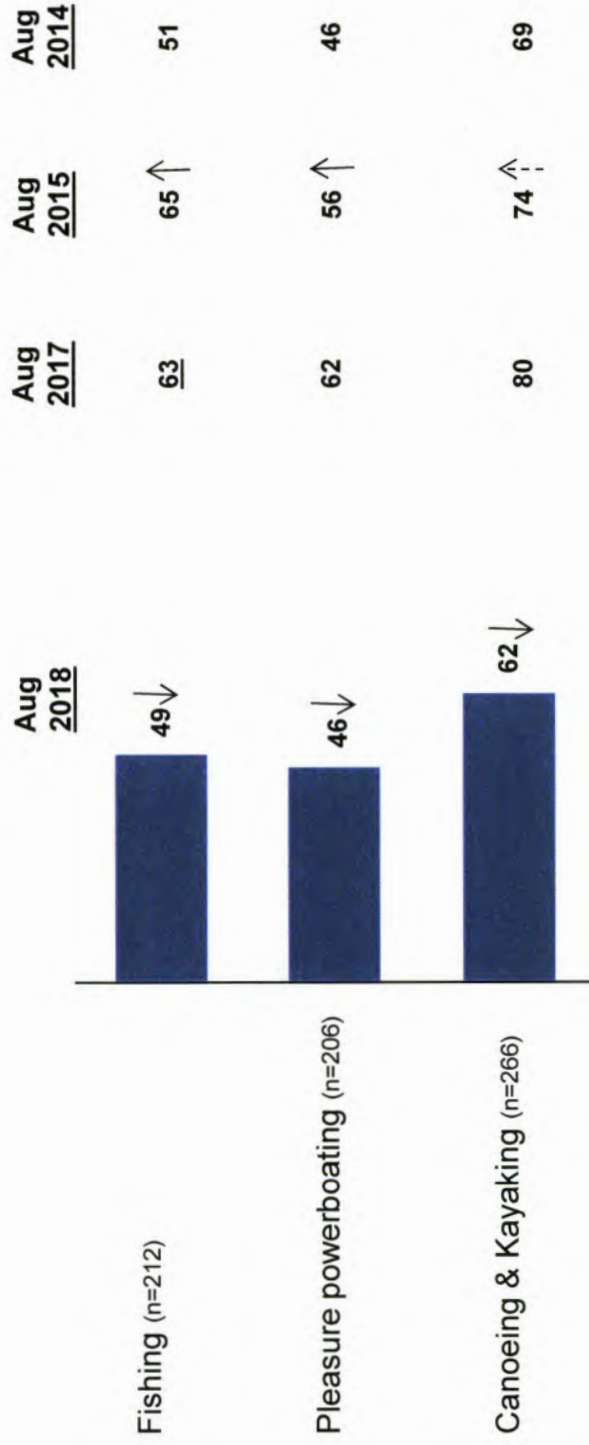
3. Overall, which of the following applies to you personally when you are in a boat?



**By activity, significant reductions in Fall 2018 in the proportion of powerboat Fishers, Pleasure powerboaters and Paddlers who say they Never drink while fishing / boating / paddling.**

- New Boaters propensity to drink while boating is evident across boating activities. They are less likely to 'Never' drink than Boaters in total across all of Fishing (33%), Pleasure powerboating (30%) and Paddling (45%).

**By Activity - % of boaters who say they never drink while fishing/ pleasure powerboating/ paddling**  
 % of boaters by activity



3a / b / c. Which of the following applies to you personally when you are... fishing from a boat / pleasure boating in a powerboat under 6 meters in length for reasons other than fishing / canoeing or kayaking





# Using Cannabis and Boating

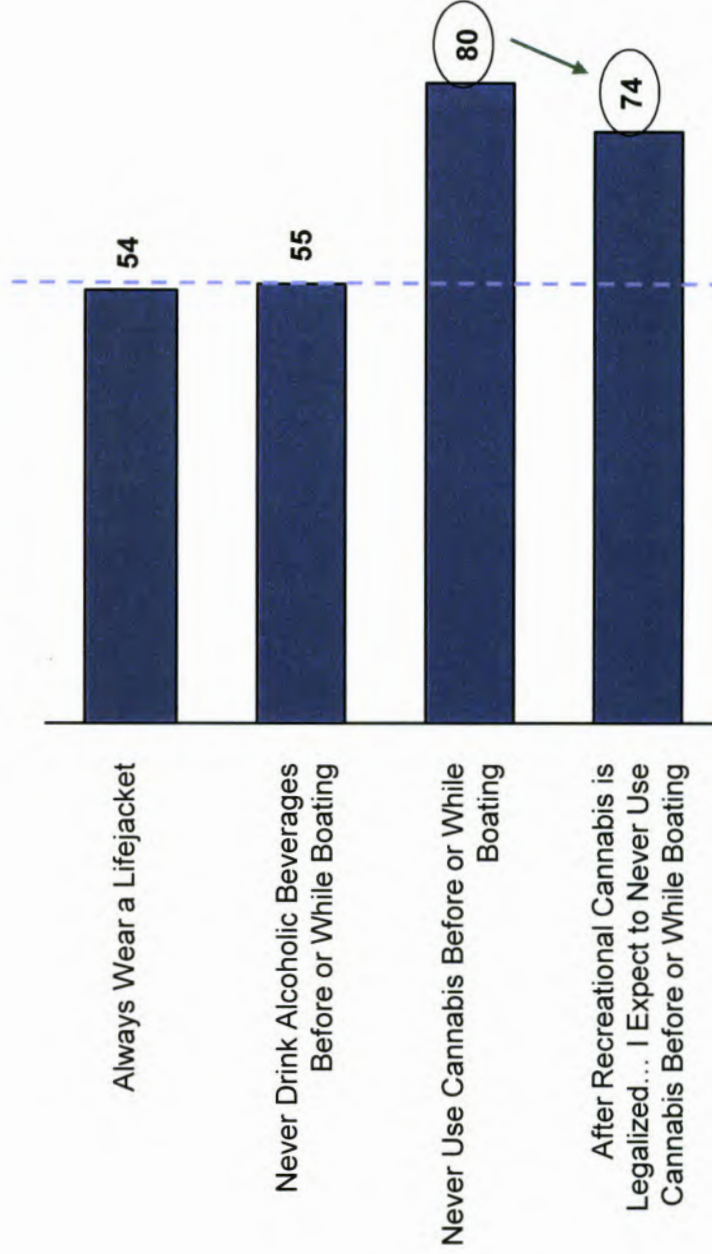


## Boaters expect to use cannabis more while boating, after legalization in October 2018, than they do now.

- However boaters say compliance to “never use cannabis before or while boating” is expected to be greater after legalization (74%) than “always wearing lifejacket” or “never drinking alcoholic beverages” while boating.

### % of Boaters who say they ... while Boating (n = 445)

August 2018



1. Overall, how often do you wear a lifejacket when in a boat?
3. Overall, which of the following applies to you personally, when you are in a boat [re: drinking & boating]
- 3A. Overall, which of the following applies to you personally, when you are in a boat [re: using cannabis & boating]
- 3B. After recreational cannabis is legalized, which of the following will apply to you personally, when you are in a boat?

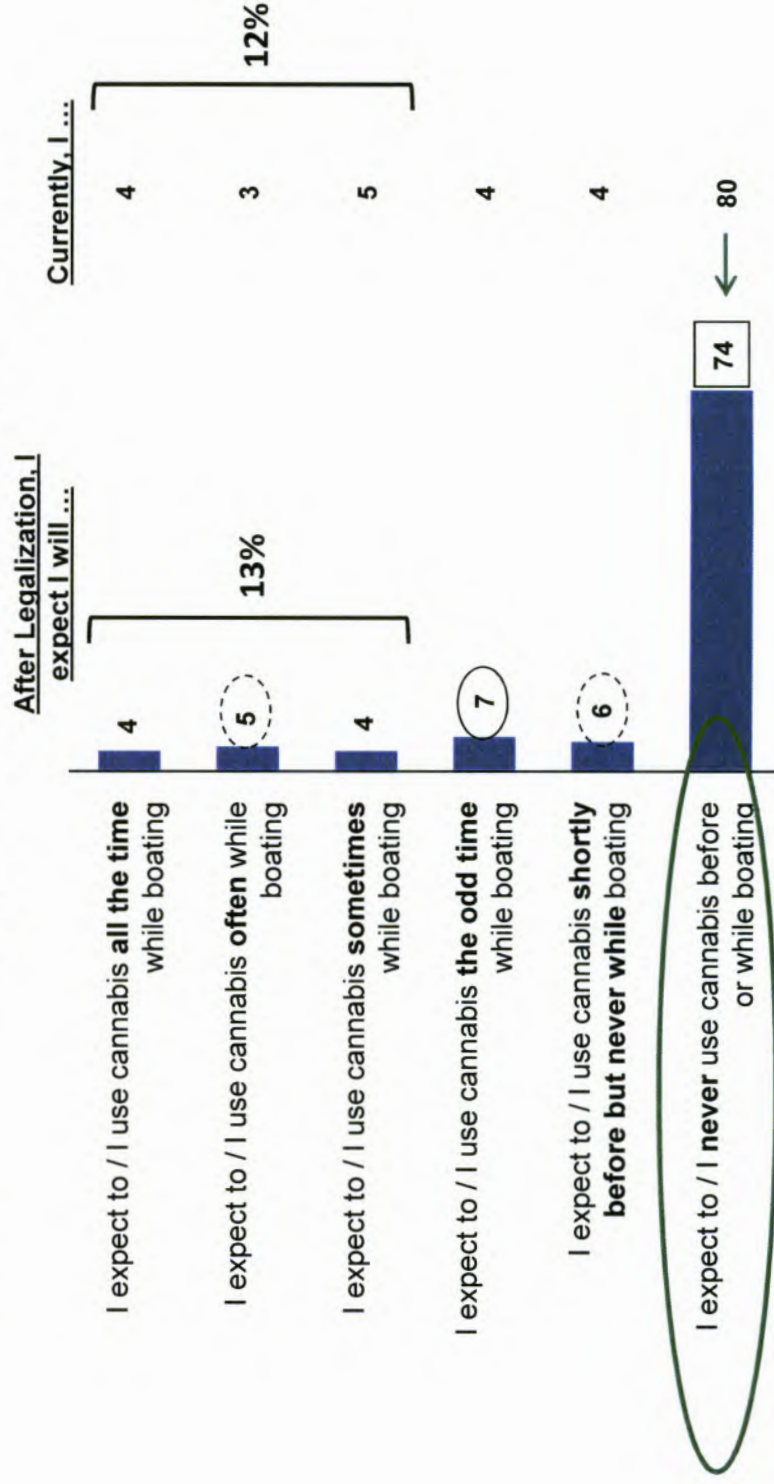




**After Legalization, 74% of boaters say they will never use cannabis before or while boating; one-quarter (26%) say they expect they will, at least occasionally**

- The increase in cannabis use expected after legalization trace to “the odd time while boating”, “often”, and “shortly before boating”.
- The boating sub-groups who expect the lowest compliance are Sailors (62%), PWC riders (54%) and New Boaters (62%).
- The demographic sub-groups who expect the lowest compliance are 18-34 yrs (51%), those who live in B.C. (60%) and males (67%).

## How often boaters say they currently/expect to use cannabis while boating August 2018 - % of total boaters (n=445)



3A. Overall, which of the following applies to you personally when you are in a boat?

3B. After recreational cannabis is legalized, which of the following will apply to you personally, when you are in a boat?

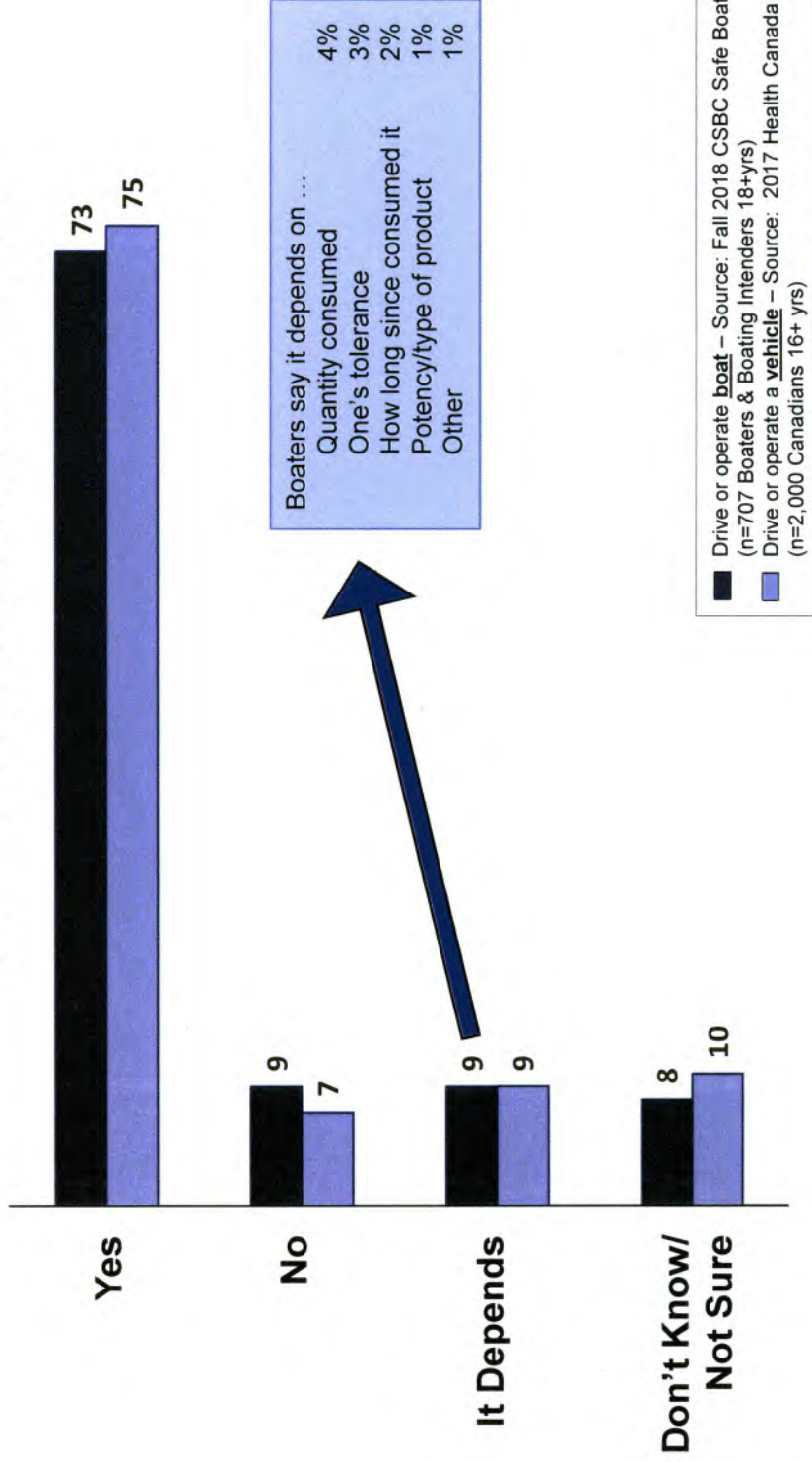




Canadian Boaters & Boating Intenders see using cannabis as being just as much of a concern for impairing ability to operate a boat, as Canadians in general see it as being for impairing ability to drive a vehicle.

- 18-34 yrs is the demographic sub-group most inclined to say "No" (16%), although the majority still say "Yes" (65%).
- Sailors (14%), PWC riders (15%) and New Boaters (16%) are the boating sub-groups most likely to say "No".
- No difference between Boaters (73% Yes / 10% No) and Boating Intenders (74% / 8%).

### Does Cannabis impair one's ability to drive or operate a Boat / Vehicle - % of Boaters & Boating Intenders / Canadians



8A. In your opinion, does using cannabis for non-medical purpose impair one's ability to drive or operate a boat?  
Health Canada 2017 Cannabis Survey Q8: In your opinion, does using cannabis for non-medical purposes impair one's ability to drive or operate a vehicle?

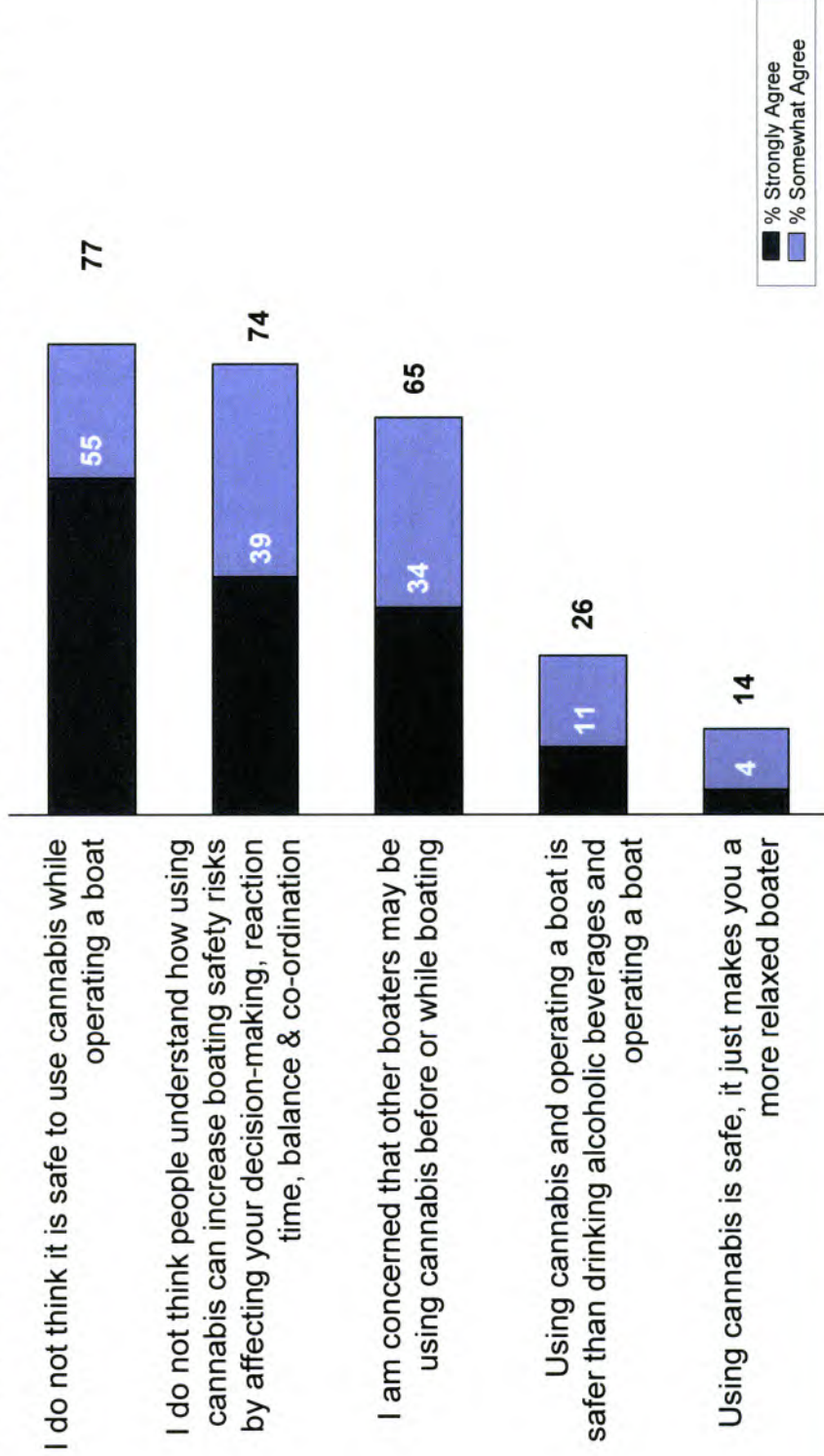




## Boaters are concerned about the impacts of using cannabis and boating.

- Even amongst the sub-groups most likely to say they expect to use cannabis while boating after it is legalized, and who are most likely to say cannabis does not impair one's ability to operate a boat (i.e. those 18-34 yrs, those who live in B.C., PWC riders, Sailors, New Boaters), there is majority agreement that it is "not safe to use cannabis while operating a boat" and that people "do not understand how using cannabis can increase boating safety risks".
- Similar attitudes for Boaters and Boating Intenders.

### Attitudes Toward Cannabis & Boating – Boaters & Boating Intenders - % Agree (n=707)







## Both the "Boat Sober" slogan alone, and the 'slogan & logo' together were well understood, communicating their intended meaning correctly at a high level.

- The logo adds more takeaway re cannabis/drugs (in addition to alcohol), versus takeaway from the slogan alone.
- Both the 'slogan alone' and 'slogan & logo' were well understood across all demographics and boating subgroups (including French / English) and boating subgroups. Only slightly lower with New Boaters (69% Correct for slogan alone; 73% Correct for slogan & logo).

### Unaided Message Playback for 'Boat Sober' - % of Boaters (n = 445)

	Slogan Only	Slogan & Logo
<b>Total Correct (Net)</b>	84	86
Do not drink alcohol / use cannabis/drugs before / while <b>operating a boat (Net)</b>	15	10
- Do not drink <b>alcohol / get drunk</b> before / while <b>operating / driving</b> a boat	13	9
- Do not use <b>cannabis / drugs</b> / mind-altering substance before / while <b>operating / driving</b> a boat	9	9
Do not drink alcohol / use cannabis / drugs before / while <b>boating (Net)</b>	46	52
- Do not drink <b>alcohol / get drunk</b> before / while <b>boating</b>	44	48
- Do not use <b>cannabis / drugs</b> / mind-altering substance before / while <b>boating</b>	21	41
Don't drink (alcohol) / Don't take drugs / smoke cannabis (Net)	13	18
- Don't drink <b>alcohol</b>	12	14
- Don't take <b>drugs / smoke cannabis</b>	7	14
You should not be intoxicated / impaired while operating a boat	11	10
It should be treated the same as driving car / never drink & drive	5	-
Boating Safety (Net) (Boat Safety; Be alert / cautious; Be responsible)	10	9
Other	8	5
Nothing/Don't Know	3	4

13a. Here is a boating safety statement you may or may not have seen before: 'Boat Sober'. What does this statement say to you about what you should or should not do while boating? In your own words, please be as specific as possible.  
 13b. Below is a boating safety poster / banner ad you may or may not have seen before. What is the main message of this ad? In your own words, please be as specific as possible.

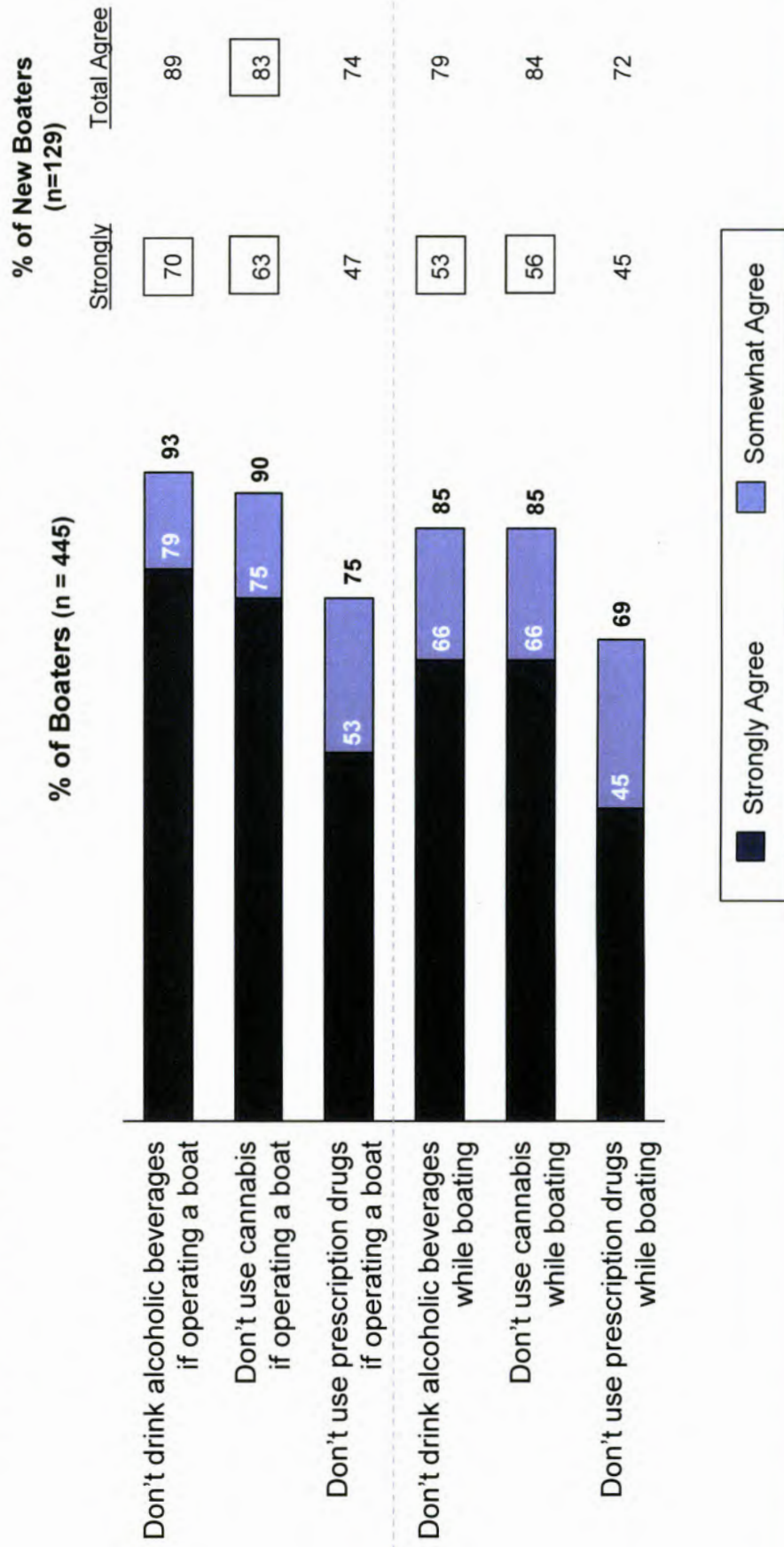




On a aided basis, more Boaters relate the 'Boat Sober' slogan & logo more specifically to not operating a boat while boating, than came out in the unaided message playback.

- Also communicating intended messages effectively with New Boaters, although some scores are lower in absolute.
- Similarly effective communication with other boating activity and demographic sub-groups.

### Aided Messages Communicated by 'Boat Sober' combined Slogan & Logo



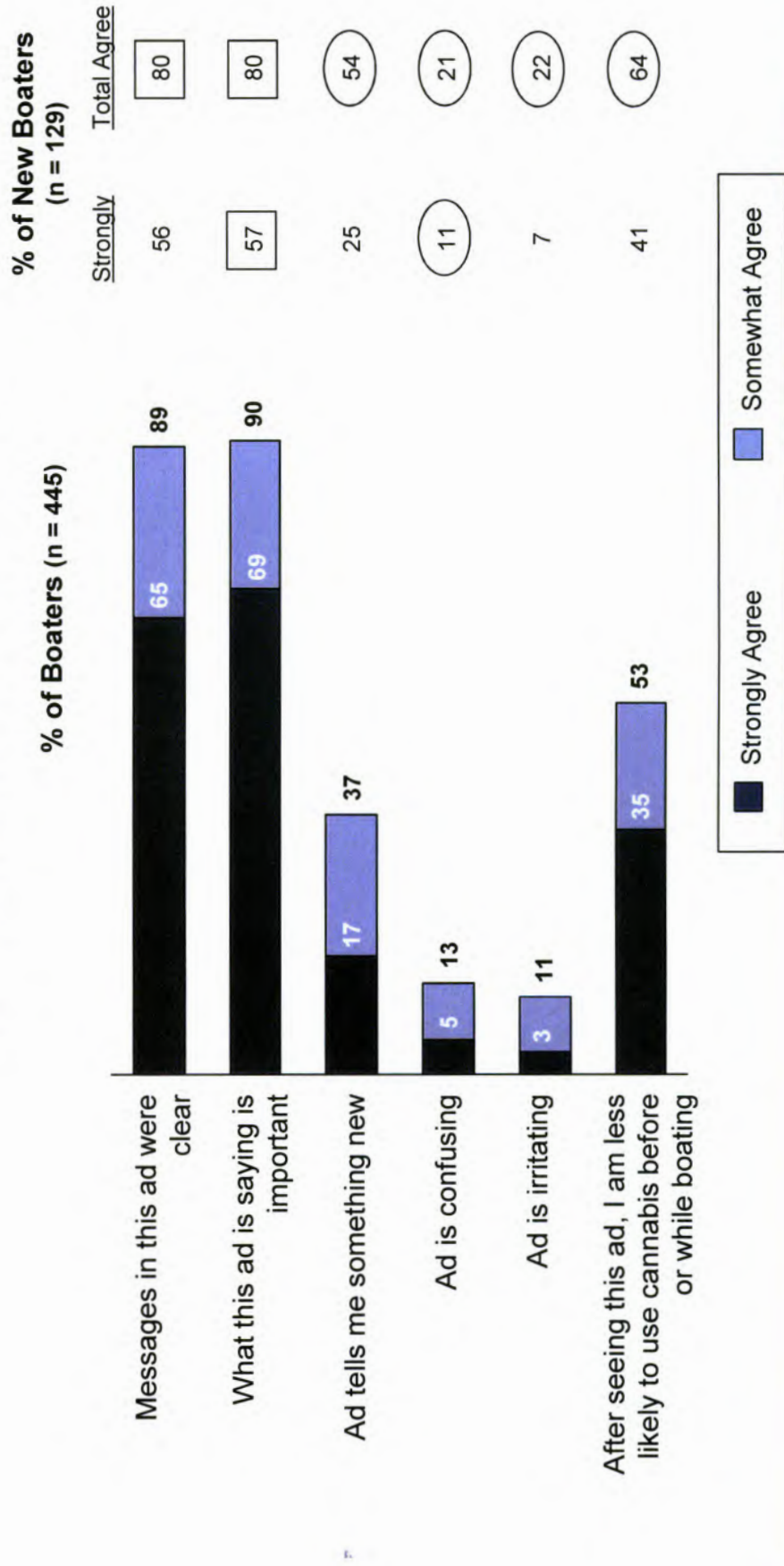
13c. Please take another look at this poster / banner ad now. Ads are designed to try to communicate different messages. Please indicate how much you agree or disagree that the poster / banner ad you just saw communicated each of the following.



The 'Boat Sober' slogan & logo communicates clearly, with a message important to boaters; and contributes to reducing intentions to use cannabis while boating.

- The slogan & logo also communicate effectively with New Boaters.
- It also communicates effectively with boating activity and demographic sub-groups. Somewhat more confusing to men (19% agree it is confusing) than women (6%).

### Reaction to 'Boat Sober' Logo & Slogan



13d. How strongly do you agree or disagree that each of the following statements applies to the poster / banner ad you just saw?





Two new draft 'Boat Sober' poster ad concepts were shown to boaters to elicit their reactions, as input to 2019 CSBC Safe Boating campaign development. Each ad was shown separately to one-half of English Canada boaters.

**W\*O\*D**

like to remind you...  
It's never okay to be  
impaired on the water!

**BOAT SOBER**

csbc.ca

Transport Canada  
Make positive water recreation contributions from Transport Canada.

There's more than one way to  
**BLOW \$10,000**

Caught impaired?  
It will cost you: **BIG**

**ALCOHOL  
CANNABIS  
PRESCRIPTION DRUGS  
IMPAIRED IS IMPAIRED**

**BOAT SOBER**

Learn how much  
it will cost you at  
**CSBC.ca**

Transport Canada  
Make positive water recreation contributions from Transport Canada.



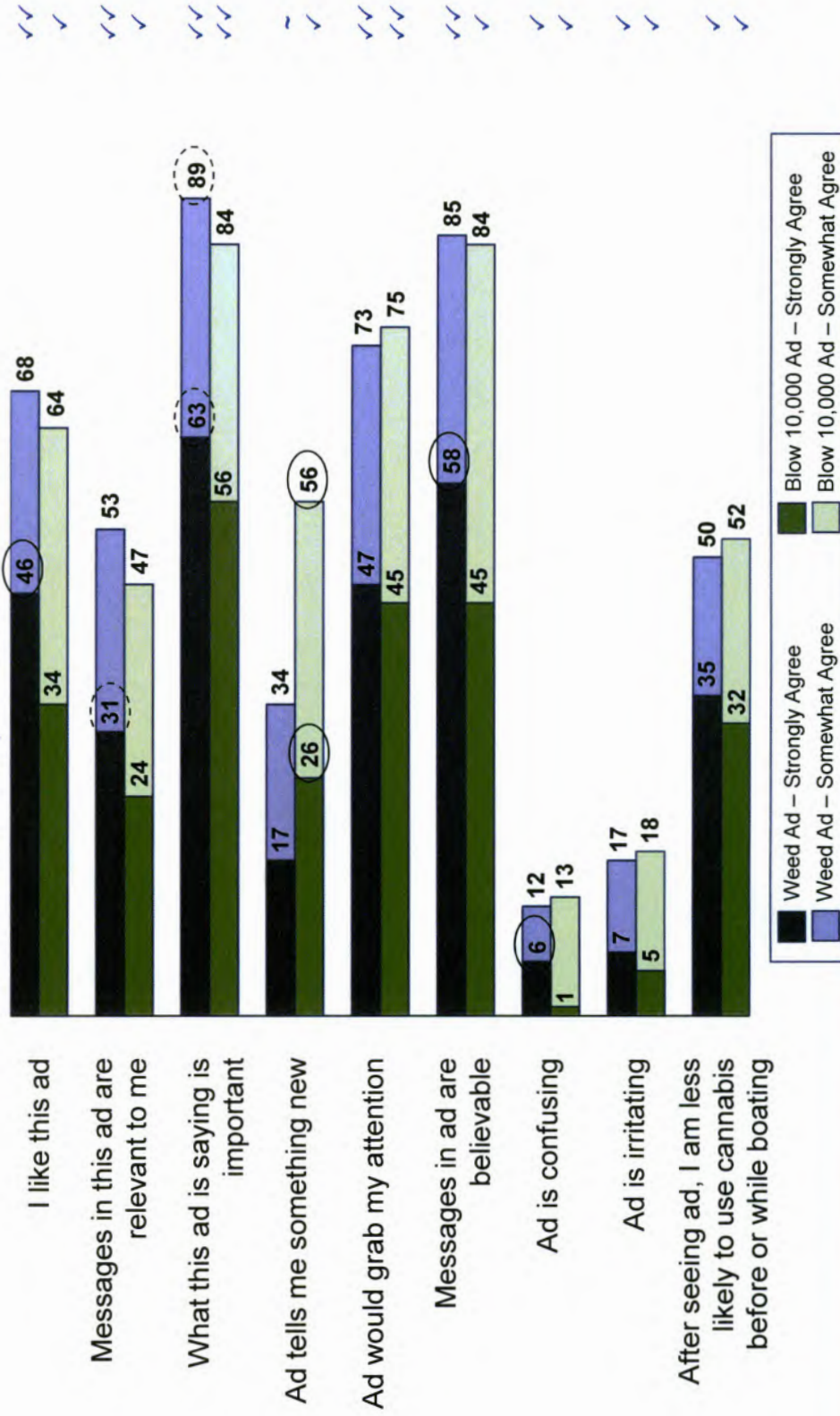


Both of the two new 'Boat Sober' poster ad concepts communicate effectively. The "Weed" ad elicits a stronger positive emotional reaction from boaters (more likable, believable, relevant and important message). The "Blow 10,000" ad more strongly provides new information.

- Both ads perform well on key ad effectiveness criteria – intrusiveness; emotional reaction; message relevance, believability and clarity; and persuasion.

### Reaction to two new 'Boat Sober' poster ad concepts

% of English Canada Boaters (n = 184/186)



14. Below is an idea for a poster ad. Please take a look at this ad now. How strongly do you agree or disagree that each of the following statements applies to the poster ad you just saw?





The 'Weed' ad was liked for its clear, simple message; the 'Weed' pun; and its attractive, eye-catching visuals. The 'Blow 10,000' ad was liked for its clear message; and the (new) information provided re: the potential to be fined / arrested.

### Likes - % of English Canada Boaters

Message (Net)	'Weed' Ad (n=184)	'Blow 10,000' Ad (n=186)
- Clear / simple/straight forward message	34	27
- Do not drive boat impaired / stay safe	23	15
- Good / important message	7	7
Like the pun / play on words	6	5
Informative / can be fined/arrested	18	1
Like the pictures / images/graphics	3	16
Eye catching / attention drawing	13	4
Examples of substances you can't use while boating	12	6
Colourful/like the colours	8	6
Catchy / clever title / headline	1	4
Like the logo	3	3
Good / great / like it / love it	<1	3
Other	1	2
Nothing	14	8
Don't Know	6	14
		9



Similarly low levels of Dislikes for both ads.

### Dislikes - % of English Canada Boaters

	'Weed' Ad (n=184)	'Blow 10,000' Ad (n=186)
Dislike pictures /images	6	5
Too busy / confusing	5	5
Message is not clear	5	4
Cheesy / cartoonish / amateur	5	1
Dislike weed leaves / hard to read word "weed"	4	-
Should not include prescription drugs / not all prescription drugs are impairing	3	4
Difficult to test for levels of cannabis	-	4
Would like to see more diversity	1	3
Unattractive / not esthetically pleasing	2	1
Looks made by the government	1	1
Other	9	12
Nothing	59	55
Don't Know	9	10





# Appendix



## Demographic Profile:

Of note, Boater profile shifts younger in Fall 2018 – more 35-54 yrs and less 55+ yrs. Also average income is up 9% from Fall 2017.

	TOTAL INTERVIEWS						BOATERS							
	2014 (1005)	May 2015 (1004)	Aug 2015 (1502)	May 2016 (1000)	Aug 2017 (1000)	May 2018 (1002)	Aug 2018 (1000)	2014 (395)	May 2015 (459)	Aug 2015 (677)	May 2016 (417)	Aug 2017 (469)	May 2018 (509)	Aug 2018 (445)
<b>Language</b>														
English	79%	81%	80%	79%	80%	80%	80%	79%	84%	84%	81%	84%	84%	83%
French	21%	19%	20%	21%	20%	20%	20%	21%	16%	16%	19%	16%	16%	17%
<b>Gender</b>														
Male	48%	49%	49%	49%	49%	48%	48%	48%	56%	51%	53%	55%	58%	55%
Female	52%	51%	51%	51%	51%	52%	52%	52%	44%	49%	47%	45%	42%	45%
<b>Age</b>														
18-34	28%	28%	28%	28%	28%	28%	28%	33%	35%	39%	37%	32%	36%	38%
35-54	37%	37%	37%	37%	37%	37%	37%	39%	36%	39%	35%	36%	36%	41%
55+	35%	35%	35%	35%	35%	35%	35%	29%	29%	23%	28%	32%	28%	22%
<b>Region</b>														
Atlantic	7%	7%	7%	7%	7%	7%	7%	7%	8%	7%	7%	7%	8%	8%
Quebec	24%	24%	24%	24%	24%	24%	24%	23%	20%	24%	22%	20%	20%	20%
Ontario	38%	38%	38%	38%	38%	38%	38%	39%	36%	38%	38%	42%	39%	42%
Prairies	17%	18%	17%	18%	18%	18%	17%	17%	21%	18%	18%	16%	18%	16%
BC	13%	13%	13%	13%	13%	13%	13%	14%	16%	13%	16%	15%	14%	13%
Income - Mean	\$64.7M	\$61.0M	\$55.5M	\$64.4M	\$59.9M	\$61.5M	\$64.5M	\$70.4M	\$64.9M	\$63.6M	\$66.8M	\$66.7M	\$67.2M	\$72.5M
Born in Canada	n/a	n/a	n/a	n/a	87%	88%	88%	n/a	n/a	n/a	n/a	89%	90%	91%
Not Born in Canada	n/a	n/a	n/a	n/a	13%	12%	12%	n/a	n/a	n/a	n/a	11%	10%	9%

○ & □ = significantly different from previous wave at 95% confidence level





**Demographic Profile:** Boaters continue to skew male, younger (even more so in 2018) and towards higher income. New Boaters skew even younger and even more male. Compared to New Boaters, Interested Non-Boaters are more female, older, and may be held back by lower disposable income.

	<b>Total Interviews</b> (1000)	<b>Interested Non-boaters</b> (262)	<b>Boaters</b> (445)	<b>New Boaters</b> (129)
<b>Language</b>				
English	80%	76%	83%	79%
French	20%	24%	17%	21%
<b>Gender</b>				
Male	48%	45%	55%	65%
Female	52%	55%	45%	35%
<b>Age</b>				
18-34	28%	30%	38%	59%
35-54	37%	43%	41%	33%
55+	35%	28%	22%	8%
<b>Region</b>				
Atlantic	7%	8%	8%	8%
Quebec	24%	30%	20%	28%
Ontario	38%	32%	42%	36%
Prairies	17%	19%	16%	16%
BC	13%	12%	14%	13%
<b>Income - Mean</b>	\$64.5M	\$56.4M	\$72.5M	\$70.2M
Born in Canada	88%	84%	91%	86%
Not Born in Canada	12%	16%	9%	14%

○ & □ = significantly different from Total





**Q9: CSBC "Got the Time", "Tired of Waiting" and "Unexpected Happens" English ads / posters**

**GOT THE TIME?**

Cold water drastically reduces survival time.  
In about 10 minutes your arms and legs stop working.  
Stay afloat with a lifejacket.

Buy the time you need.  
**WEAR YOUR LIFEJACKET.**

CSBC.CA

**TIRED OF WAITING?**

Falling in cold water limits the amount of time you have before you're too cold to stay above water.  
Enough time to wait for rescue?

Buy the time you need.  
**WEAR YOUR LIFEJACKET.**

CSBC.CA

*if the* **UNEXPECTED HAPPENS**

HELP COULD BE CLOSER THAN YOU THINK

**Wear Your LIFEJACKET**  
To give you the time needed for rescue

Learn what to do & learn how to be ready when you need help  
**SurviveTheWatt.ca**

Canada Coast Guard  
Marine Canada  
Transport Canada





## Q9: CSBC “Avez-vous le temps”, “Fatigué d’attendre” and “d’imprévu” French ads / posters



**AVEZ-VOUS LE TEMPS?**

Leau froide réduit considérablement le temps de survie. Après environ 10 minutes, vous ne pourrez plus bouger vos bras et vos jambes. Demeurez à flot grâce à un gilet de sauvetage.

Achetez-vous du temps.

**PORTEZ VOTRE GILET DE SAUVETAGE.**

CCSN.CA



**FATIGUÉ D’ATTENDRE?**

Une chute en eau froide limite le temps que vous avez pour demeurer à la surface. Assez pour attendre les secours?

Achetez-vous du temps.

**PORTEZ VOTRE GILET DE SAUVETAGE.**

CCSN.CA



*En cas* **D’IMPRÉVU**

DE L’AIDE POURRAIT ÊTRE PLUS PROCHE QUE VOUS NE LE CROYEZ

Portez votre **GILET DE SAUVETAGE** Pour vous donner du temps en attente de votre sauvetage

Sachez ce qu’il faut faire et comment vous préparer au cas où vous auriez besoin d’aide. [SurvivezAlattente.ca](http://SurvivezAlattente.ca)







# Q11a&b: CSBC "Start Boating This Summer" English ads / posters

## START BOATING THIS SUMMER!

Don't be left behind...



**FREE**  
ONLINE LEARNING  
in 6 LANGUAGES

- KAYAK
- STAND UP PADDLE BOARD
- CANOE
- POWERBOAT

Learn how with

# STARTboating.ca

Boating is fun and safe when you learn the basics.



## START BOATING THIS SUMMER!

Don't be left behind...



**FREE**  
ONLINE LEARNING  
in 6 LANGUAGES

- KAYAK
- STAND UP PADDLE BOARD
- CANOE
- POWERBOAT

Learn more  
En savoir plus  
了解更多  
matuto nang higit pa  
आज अधिक ज्ञान  
了解更多

♡ 🔍 6,437 likes



STARTboating.ca covers some of the things you need to know before you go out onto the water...how to plan your trip, what to take with you & how to act and react once you are out there. #LifeJacket #Boating #Canoe #Kayak #StandUpPaddleBoard #LearntoBoat #BoatingAdventures #BoatingLife







# Q11a&b: CSBC "Partez en bateau cet été" French ads / posters

## Partez en bateau cet été!

Mais ne soyez pas  
pris au dépourvu...



**GRATUIT**  
APPRENTISSAGE EN  
LIGNE en 6 LANGUES

- KAYAK
- PLANCHE À PAGAIE
- CANOT
- BATEAU À MOTEUR

Apprenez comment avec  
**NAVIGATION 101.ca**

Partir sur l'eau, agréable et sécuritaire quand  
on possède les connaissances requises



...

## Partez en bateau cet été!

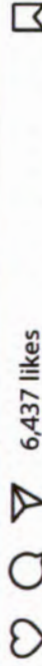
Mais ne soyez pas  
pris au dépourvu...



**GRATUIT**  
APPRENTISSAGE EN  
LIGNE en 6 LANGUES

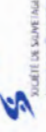
- KAYAK
- PLANCHE À PAGAIE
- CANOT
- BATEAU À MOTEUR

Learn more  
En savoir plus  
了解更多  
matuto nang higit pa  
और अधिक जानें  
了解更多



6,437 likes

**Navigation101.ca** vous offre de faire le tour de ce que vous devriez savoir avant de partir sur l'eau... Comment préparer votre excursion, quoi apporter avec vous et quoi faire et comment le faire une fois que vous êtes sur l'eau. #Gilet de sauvetage #Navigation #Canot #Kayak #Planche à pagaie #Apprendre à naviguer #Aventures en bateau







# Q12a&b: CSBC English boating safety cards (4)



## Are you PREPARED to CALL FOR HELP?

Have a plan in place to alert SAR (Search and Rescue) in the event of an emergency.

### Cell Phone

- Dial \*16 to alert Coast Guard Radio
- Dial 911 to alert Local Authorities

### Marine Radio - DSC

- Channel 16 to alert Coast Guard Radio and other vessels in the vicinity
- DSC (Digital Selective Calling) Radio, properly registered, sends auto alerts

### EPIRB 406 MHZ

(Emergency Positioning Indicating Radio Beacon - For Boats)

- Provides your location via satellite to nearest Joint Rescue Coordination Centre
- Register your EPIRB with the Canadian Beacon Registry

### PLB 406 MHZ

(Personal Locator Beacon)

- Portable alerting device
- Provides your location via satellite to nearest Joint Rescue Coordination Centre
- Register your PLB with the Canadian Beacon Registry
- Note on your emergency contact sheet that it's in a boat



## CANADA IS A BIG COUNTRY!

It can take time for Search and Rescue (SAR) to get to you. Be prepared to have someone alert help if you can't make the call yourself. Have the resources to survive the wait for help and be a good target for SAR.

### IF YOU CAN'T MAKE THE CALL!

Leave a Float Plan with a responsible person whom you trust to act if you don't return.

- Include critical details about your boat and planned trip
- Ensure the person knows who and when to call in the event you do not return

### SURVIVE THE WAIT

Be prepared! Sometimes it takes time for SAR to arrive.

- Keep your boat afloat with a balling device
- Keep your boat in one place by using an anchor
- Bring extra clothing for both the expected and the unexpected weather conditions
- Have water and food aboard
- Seek shelter within your boat if it is safe to do so
- **WEAR YOUR LIFEJACKET**

### BE A GOOD TARGET

Listen for SAR and when they are close by, help them pinpoint your location and communicate with you.

- Have pyrotechnics (flares) and a signal mirror on board and know how to use them
- Try contacting / communicating with SAR on Channel 16 on a VHF Radio or 911 / \*16 on a cell phone

## COLD WATER... It can take your breath away!

Understanding the 1-10-1 Principle can help prepare you to survive. Don't panic and remember you have...

### 1 Minute to get your breathing under control

- The Cold Shock Response lasts approximately 1 minute
- Sudden, involuntary gasping and rapid breathing (hyperventilation)
- Don't panic! Keep your head above water by wearing your lifejacket

### 10 Minutes of meaningful movement

- Cold incapacitation takes approximately 10 minutes
- Weakness, clumsiness and the inability to swim
- Caused by cooling of muscles and nerves
- When you can't swim anymore, keep your airway above water by wearing your lifejacket

### 1 Hour before you become unconscious due to hypothermia

- Loss of Consciousness due to Hypothermia can take 1 hour or more if your airway remains above water, you can survive even longer
- Stay afloat while you are unconscious and waiting for help by wearing your lifejacket

Increase your chances of surviving an accidental cold water immersion...**WEAR YOUR LIFEJACKET!**



## DON'T DROWN SURVIVE COLD WATER!

### Wear Your Lifejacket

Keeps your head and airway above water, and keeps you afloat when you can't swim anymore

### Stay Warm

- In water, you will lose body heat 25 times faster than in air at the same temperature
- Vigorous exercise, like swimming, will increase heat loss and cause faster body core cooling
- Use your boat or what is around you to pull as much of your body out of the water as possible



### Help and Huddle

Nothing to climb onto? Try the HELP or HUDDLE position to reduce heat loss

#### HELP position

- To conserve heat loss through your armpits and groin, press your legs together and bring them to your chest. Then tuck your arms tightly to your sides



#### HUDDLE position

- With 3-5 people, extend your arms and pull the group together as tight as possible



Learn more @ [csbc.ca](http://csbc.ca)





# Q12a&b: CSBC English boating safety cards (4) (cont'd)

## KNOW BEFORE YOU GO!

### WEAR YOUR LIFEJACKET

When choosing a lifejacket consider the following:

- Size**
  - Check the label
  - Ensure the lifejacket fits your chest size
- Comfort**
  - Try it on, sit down, make sure it doesn't ride up
  - Ensure a snug but comfortable fit
- Style**
  - Choose one that suits your type of boating

For your lifejacket to work, make sure it fits properly and you **WEAR IT!**

### BE PREPARED TO CALL FOR HELP

Have a plan in place to alert Search & Rescue (SAR) in the event of an emergency.

- Cell Phone**
  - Dial \*16 to alert Coast Guard (most areas in Canada)
  - Dial 911 to alert Local Authorities

### Marine Radio

- Broadcast on Channel 16
- Leave it with somebody responsible whom you trust

### File a Float Plan

- Leave it with somebody responsible whom you trust

Learn more @ [csbc.ca](http://csbc.ca)

### SURVIVE COLD WATER

It can take your breath away! Increase your chances of surviving an accidental cold water immersion by understanding the H-1 principle. Splash—you now have:

- 1 MINUTE** to get your breathing under control
- The cold shock response of sudden, involuntary gasping and rapid breathing lasts approximately 1 Minute
- Don't panic! This hyperventilating will pass
- Keep your head above water by wearing your lifejacket

You now have:

- 10 MINUTES** of meaningful movement
- Cold incapacitation takes approximately 10 minutes
- Weakness and the inability to keep swimming sets in
- When you can't swim anymore you can keep your airway above water by wearing your lifejacket

You now have:

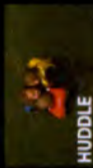
- 1 HOUR** before becoming unconscious due to hypothermia
- Loss of consciousness due to hypothermia can take 1 hour or more
- Stay afloat and keep your airway above water by wearing your lifejacket to survive even longer

### HELP & HUDDLE

If getting your body out of the water is not possible, try the HELP or HUDDLE position to reduce heat loss.



HELP



HUDDLE

### RE-BOARDING DEVICES

A simple piece of rope and knowing what to do with it can be the difference between self rescue and SAR rescue.



## New to BOATING?

Learn how with [STARTboating.ca](http://STARTboating.ca)



**FREE**  
ONLINE LEARNING  
In 6 LANGUAGES

- KAYAK
- STAND UP PADDLE BOARD
- CANOE
- POWERBOAT

Learn more  
En savoir plus

了解更多

matuto nang higit pa

और जाने

了解更多

Boating is a great activity and safe if you know and practice some basic rules.

[STARTboating.ca](http://STARTboating.ca) covers some of the things you need to know before you go out onto the water... how to plan your trip, what to take with you and how to act and react to situations once you are out there.

If you are brand new to boating or already have a little experience, [STARTboating](http://STARTboating.ca) is for you.

You will learn the basics of what it takes to safely enjoy your boating and be better prepared to have fun on the water.



The program will take you along with a family enjoying their day on the water and putting into practice what they have learned to be safe. A few times throughout the story, we'll take a break and give you an opportunity to review what you have seen and learn more.

**START LEARNING TODAY!**

[STARTboating.ca](http://STARTboating.ca)







# Q12a&b: CSBC French boating safety cards (4)



## Êtes-vous PRÊT à APPELER À L'AIDE?

Ayez en place un plan afin d'alerter la RES (Recherche et sauvetage) en cas d'urgence.

### Téléphone cellulaire

- Faites \*16 pour alerter Radio Garde côtière
- Faites 911 pour alerter les autorités locales

### Radio maritime - ASN

- Canal 16 pour alerter la Garde côtière et d'autres bateaux des environs
- Radio ASN (Appels sélectifs numériques), dument enregistrée pour alertes de détresse, automatiques

### RLS 406 MHZ

(Balise de localisation des sinistrés)

- Communiquez votre position à un réseau de satellites au Centre conjoint de coordination de sauvetage le plus proche.
- Enregistrez votre RLS auprès du Registre canadien des balises.

### BLP 406 MHZ

(Balise de localisation personnelle)

- Dispositif d'alerte portable
- Communiquez votre position à un réseau de satellites au Centre conjoint de coordination de sauvetage le plus proche.
- Enregistrez votre RLS auprès du Registre canadien des balises.
- Notez sa présence sur votre liste de personnes ressources en cas d'urgence.



## LE CANADA EST VASTE!

Il faudra peut-être du temps avant que les services de Recherche et sauvetage vous trouvent. Soyez prévoyant en ayant quelqu'un qui alertera les secours si vous ne pouvez le faire. Pour survivre en attente des secours, prévoyez des mesures en vue d'être repérés.

### SI VOUS NE POUVEZ APPELER !

- Contiez un plan de navigation à une personne de confiance qui réagira si vous n'êtes pas de retour.
- Inscrivez-y les caractéristiques de votre bateau et votre trajet.
- Assurez-vous qu'elle sache « qui et quand ».

### SURVIVEZ À L'ATTENTE

Soyez préparé! Les services de RES peuvent tarder.

- Gardez le bateau à flot en écopant.
- Maintenez le bateau en place à l'aide d'une ancre.
- Apportez des vêtements supplémentaires tant pour les conditions prévues que non prévues.
- Apportez de l'eau et de la nourriture.
- Mettez-vous à l'abri dans le bateau.
- **PORTEZ VOTRE GILET DE SAUVETAGE**

### SOYEZ VISIBLES

Soyez à l'écoute de l'arrivée des secours (RES) et aidez-les à vous repérer et à communiquer avec vous.

- Ayez des signaux pyrotechniques (fusées de détresse) et un miroir de signalisation et sachez comment vous en servir
- Tentez de communiquer avec les RES sur le canal 16 de la radio VHF ou au 911/\*16 sur téléphone cellulaire

## L'EAU FROIDE

### Elle peut vous couper le souffle !

Comprendre la règle du 1-10-1, peut vous aider à y survivre. Ne paniquez pas, rappelez-vous que vous avez...

#### 1 minute pour reprendre le contrôle de votre respiration

- La réaction au choc hypothermique dure environ 1 minute.
- Halètement et respiration accélérée (hyperventilation)
- Ne paniquez pas! Gardez la tête hors de l'eau grâce à votre gilet de sauvetage

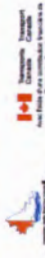
#### 10 minutes de motricité

- La perte de motricité due au froid prendra environ 10 minutes.
- Faiblesse, maladresse et incapacité à nager
- Causées par le refroidissement des muscles et des nerfs.
- Comme vous ne pouvez plus nager, votre gilet de sauvetage vous permettra de garder vos voies respiratoires hors de l'eau.

#### 1 heure avant de perdre conscience due à l'hypothermie

- La perte de conscience due à l'hypothermie peut prendre une heure et plus.
- Si vos voies respiratoires sont hors de l'eau, vous pourriez survivre plus longtemps encore.
- Demeurez à flot même inconscient en attente des secours grâce à votre gilet de sauvetage.

Améliorez vos chances de survivre à une immersion accidentelle en eau froide...  
**PORTEZ VOTRE GILET DE SAUVETAGE!**



## NE VOUS NOYEZ PAS SURVIVEZ À L'EAU FROIDE!

**Portez votre gilet de sauvetage**  
Il garde votre tête et vos voies respiratoires en dehors de l'eau et vous maintient à flot quand vous ne pouvez plus nager.

### Préservez votre chaleur

- Dans l'eau, vous perdrez de votre chaleur corporelle 25 fois plus rapidement qu'à l'air libre à des températures similaires.
- Des mouvements vigoureux, comme nager, font perdre davantage de chaleur plus rapidement et affaiblissent d'autant les organes vitaux.
- Tentez de vous sortir de l'eau le plus possible, soit sur votre bateau ou sur tout autre objet



### Position fœtale et caucis

Rien sur quoi grimper? Adoptez la position FŒTALE ou du CAUCIS.

#### Position FŒTALE

- Afin de contrer la perte de chaleur par les aisselles et l'aîne, serrez les jambes et les ramenez contre la poitrine et serrez les bras contre le torse.



#### Position du CAUCIS

- A 3-5 personnes, serrez-vous de vos bras pour ramener les membres du groupe le plus serré possible les uns contre les autres.



Apprenez en plus @ [csbc.ca](http://csbc.ca)





# Q12a&b: CSBC French boating safety cards (4) (cont'd)

## À SAVOIR AVANT DE PARTIR!

### Portez votre gilet de sauvetage

Pour bien choisir son gilet de sauvetage :

- Taille**
  - Vérifiez l'étiquette
  - Assurez-vous que le gilet convient à votre taille
- Confort**
  - Essayez-le, assurez-vous qu'il ne resserre pas
  - Il doit être ajusté mais confortable
- Rapide**
  - Choisissez-en un qui convient à votre type de pêche

Pour que votre gilet de sauvetage soit efficace, assurez-vous qu'il vous va et **portez-le!**

### Soyez prêt à demander de l'aide

Établissez un plan en vue d'alerter Recherche et sauvetage (RES) en cas d'urgence.

#### Téléphones cellulaires

- Faites «16» pour alerter la Garde côtière (dans la plupart des régions du Canada).
- Faites le 911 pour alerter les autorités locales.

#### Radio marine

- Émettez un appel sur le canal 16 afin d'alerter la Garde côtière et les autres plaisanciers dans votre secteur.

Apprenez-en plus @ [ccsn.ca](http://ccsn.ca)

## Nouveau venu à la NAVIGATION DE PLAISANCE?

Apprenez comment avec **NAVIGATION 101.ca**



**GRATUIT**  
APPRENTISSAGE EN LIGNE EN SIX LANGUES

- KAVAK
- PLANICHE À RAGAE
- CANOT
- BATEAU À MOTEUR

Learn more  
En savoir plus

了解更多

matuto nang higit pa

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了解更多

La navigation de plaisance est une activité fantastique et sécuritaire si vous connaissez et mettez en pratique certaines règles de base.

**NAVIGATION 101.ca** couvre certaines choses que vous devez savoir avant de vous aventurer sur l'eau, comme la planification de voyage, ce que vous devez apporter avec vous et comment agir et réagir face aux situations quand vous êtes sur l'eau.

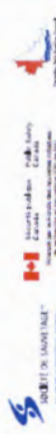
Si vous en êtes à vos tout premiers débuts en navigation de plaisance ou si vous avez peu d'expérience, Navigation 101 est fait pour vous. Vous apprendrez les rudiments de ce qui est nécessaire pour profiter pleinement de cette activité et comment vous y préparer.



Le programme va vous emmener en compagnie des membres d'une petite famille qui saourent leur journée sur l'eau et qui mettent en pratique ce qu'ils ont appris pour naviguer en sécurité. Nous prendrons des pauses à quelques reprises afin de vous laisser le temps de réviser ce que vous avez vu et d'en apprendre davantage.

COMMENCEZ À APPRENDRE DÈS AUJOURD'HUI!

**NAVIGATION 101.ca**







**Q13b,c&d: CSBC 'Boat Sober' Slogan & logo**  
– English and French







Q14 & 15a,b: CSBC 'Boat Sober' Ad Concepts – English only

**W**  **D**

like to remind you...  
It's never okay to be  
impaired on the water!



**BOAT SOBER**



[csbc.ca](http://csbc.ca)

**I+I** Transport Canada  
More people with a focused contribution  
from Transport Canada

There's more than one way to  
**BLOW \$10,000**

Caught impaired?  
It will cost you **BIG**

**ALCOHOL  
CANNABIS  
PRESCRIPTION DRUGS  
IMPAIRED is IMPAIRED**



**BOAT  
SOBER**



Learn how much  
it will cost you at  
[CSBC.ca](http://CSBC.ca)

**I+I** Transport Canada  
More people with a focused contribution  
from Transport Canada





# No changes to CSBC messages tracked – same in Fall 2018 as for Spring 2018 and Fall 2017.

## Aug 2018, May 2018, Aug 2017: May 2016 & Aug 2015:

Don't drink alcoholic beverages if you are operating a boat.  
 Call 911 to report and help catch impaired boaters [EN] / One drink can change everything. Boat responsibly [FR]

Impaired boating is impaired driving. The laws for impaired driving of an automobile also apply to impaired operation of a boat.  
 Wear your lifejacket. **Don't just carry it on your boat.**

Everyone operating a motorized boat needs to get their "boating license" (i.e. "Pleasure Craft Operator Card").  
 Check the weather before you go and while out boating. Anticipate changing or unsuitable weather and wave conditions.  
 Have the right safety equipment on board your boat to be prepared.

If you fall into cold water and are already wearing your lifejacket, you'll have a better chance to survive.  
 Your first reaction when you fall unexpectedly into cold water is a deep gasp. Wearing a lifejacket keeps your head above water to avoid inhaling water and drowning.  
 Take a boating course to become a more knowledgeable boater.

If you're hooked on fishing, maybe it's time to get your kids hooked on wearing lifejackets too!  
 --  
 If you fish, it is great to get your kids hooked on fishing. Get them wearing their lifejackets so they're hooked on lifejackets too.

## May 2015:

Don't drink alcoholic beverages if you are operating a boat.  
 More people are calling 911 to report and help catch impaired boaters.

Wear your lifejacket. Don't just carry it on your boat.  
 Everyone operating a motorized boat needs to get their "boating license" (i.e. "Pleasure Craft Operator Card").  
 Check the weather before you go and while out boating. Anticipate changing or unsuitable weather and wave conditions.  
 Have the right safety equipment on board your boat to be prepared.

If you fall into cold water and are already wearing your lifejacket, you'll have a better chance to survive.  
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 Take a boating course to become a more knowledgeable boater.

## 2014:

Don't drink alcoholic beverages if you are operating a boat.  
 Call 911 to report and help catch impaired boaters.  
 Leave the beer on the pier.

Wear your lifejacket. Don't just carry it on your boat.  
 Everyone operating a motorized boat needs to get their "boating license" (i.e. "Pleasure Craft Operator Card").  
 Check the weather before you go and while out boating. Anticipate changing or unsuitable weather and wave conditions.  
 Have the right safety equipment on board your boat to be prepared.

If you fall into cold water and are already wearing your lifejacket, you'll have a better chance to survive.  
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 Your first reaction when you fall unexpectedly into cold water is a deep gasp. Wearing a lifejacket keeps your head above water to avoid inhaling water and drowning.  
 Take a boating course to become a more knowledgeable boater.

## 2013 & earlier:

Don't drink alcoholic beverages while boating... it's that simple. If you drink, don't drive.

Wear your lifejacket. Don't just carry your boat. Wear it.  
 Everyone operating a motorized boat or water craft should get their Pleasure Craft Operator Card.

Check the weather while out boating... keep a weather eye out.  
 Have the right safety equipment on board your boat... have a flare for rescue.

Review your checklist before you go out on the water. Be prepared.  
 If you wear your lifejacket before falling into cold water you'll float and have a chance to survive.  
 Be prepared for the possibility of falling into cold water by wearing your lifejacket.

The more knowledge you have, the more enjoyable boating becomes.

4. Which of the following boating safety messages have you seen or heard during the last few months? (eg. on TV, radio, in newspapers, magazines, on-line, etc.)





# No changes to safe boating attitudes / behaviours – same in Fall 2018 as for May 2018, Aug 2017 & May 2016.

**Aug 2018, May 2018,  
Aug 2017, May 2016:**

**Aug 2015:**

**May 2015:**

**2014:**

**2013 & earlier:**

	Aug 2015:	May 2015:	2014:	2013 & earlier:
<b>Drinking &amp; boating:</b>	I am not going to drink any alcoholic beverages while operating a boat <u>this season</u> . I am not going to operate a boat after I have consumed alcoholic beverages <u>this season</u> . I am going to call 9-1-1 to report an impaired boater if I see one.	I am not going to drink any alcoholic beverages while operating a boat <u>this season</u> . I am not going to operate a boat after I have consumed alcoholic beverages <u>this season</u> . I am going to call 9-1-1 to report an impaired boater if I see one.	Same I think there should be more law enforcement spot checks out on the water to check for "drinking & driving" boaters.	I am not going to drink any alcoholic beverages while out on the water in a boat <u>this season</u> . Same
<b>Wearing your Lifejacket:</b>	I will wear my lifejacket all the time when I'm out on the water in a boat. I am going to strongly encourage everyone else who is out in a boat with me to wear their lifejacket. I'm going to wear an inflatable lifejacket when I'm out on the water in a boat <u>this season</u> .	I will wear my lifejacket all the time when I'm out on the water in a boat <u>this season</u> . I am going to strongly encourage everyone else who is out in a boat with me <u>this season</u> to wear their lifejacket. I'm going to wear an inflatable lifejacket when I'm out on the water in a boat <u>this season</u> .	Same. Same. Same.	Same Same Same
<b>Preparedness:</b>	I will always check my boat over every time before I go out on the water <u>this season</u> ; including making sure I have enough lifejackets on board. I'm going to mentally run through a pre-departure checklist, every time I go out on the water <u>this season</u> .	I will always check my boat over every time before I go out on the water <u>this season</u> ; including making sure I have enough lifejackets on board. I'm going to mentally run through a pre-departure checklist, every time I go out on the water <u>this season</u> .	Same. Same.	Same I'm going to review my pre-departure checklist, every time I go out on the water <u>this season</u> .
<b>Cold water:</b>	I'm going to make a point of being better prepared for the possibility of falling into cold water <u>this season</u> , by wearing my lifejacket.	I'm going to make a point of being better prepared for the possibility of falling into cold water <u>this season</u> , by wearing my lifejacket.	Same 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.	Same Same
<b>Boating education:</b>	I already have my "boating license" (ie. Pleasure Craft Operator Card). I don't have my "boating license" (Pleasure Craft Operator Card) yet, but I'm going to get it <u>this year</u> . I have already taken a boating course or training beyond the "boating license" (PCOC) level. I'm going to make a point of getting more information, or taking a boating course to become a more knowledgeable boater.	I already have my "boating license" (ie. Pleasure Craft Operator Card). I don't have my "boating license" (Pleasure Craft Operator Card) yet, but I'm going to get it <u>this year</u> . I have already taken a boating course or training beyond the "boating license" (PCOC) level. I'm going to make a point of getting more information, or taking a boating course to become a more knowledgeable boater.	Same. Same. Same. Same.	I already have my Pleasure Craft Operator Card. I don't have my Pleasure Craft Operator Card yet, but I'm going to get it this year. I have already taken boating safety education or training beyond the Pleasure Craft Operator Card level. I'm going to make a point of getting more information, or taking a course, to learn more

7. Please indicate how much you agree or disagree that each of these statements applies to you, ie. describes things you are doing or intend to do this year (on a scale from 1[Strongly disagree] to 10[Strongly agree])