

Get Feedback Results by Question

International Boating and Water Safety Summit Audience Polling

1.) Your affiliation is?

	Responses	
	(percent)	(count)
1. Federal Government	37.34%	87
2. State Government or local government	23.18%	54
3. Volunteer Organization	9.87%	23
4. Commercial Organization	6.44%	15
5. Foundation or Association (501 c.3)	12.02%	28
6. Parks & Rec.	5.15%	12
7. None of the above	6.01%	14
Totals	100%	233

2.) What is your favorite type of boating activity?

	Responses	
	(percent)	(count)
1. Sailing	16.10%	38
2. Paddling	11.02%	26
3. PWC	10.17%	24
4. Fishing	29.66%	70
5. Hunting	4.24%	10
6. Cruising	25%	59
7. Diving	3.81%	9
Totals	100%	236

3.) How long have you actively been involved in the boating or water safety field?

	Responses	
	(percent)	(count)
1. 0 – 3 years	9.28%	22
2. 4 – 8 years	17.30%	41
3. 9 – 15 years	21.10%	50
4. 16 – 25 years	23.63%	56
5. Longer	28.69%	68
Totals	100%	237

4.) Where are you from?

	Responses	
	(percent)	(count)
1. East Coast	15.58%	36
2. West Coast	21.65%	50
3. Great Lakes	9.96%	23
4. Western Rivers	2.16%	5
5. Inland Region	2.16%	5
6. Outside U. S.	3.03%	7
7. Midwest	9.96%	23
8. South	32.03%	74
9. Mountains	3.46%	8
Totals	100%	231

5.) What National boating safety organization sends out the Safe boating week Campaign materials each year?

- 1. NSBC
- 2. NWSC
- 3. NASBLA
- 4. ACE
- 5. USCG

Responses		
	(percent)	(count)
1.	71.62%	164
2.	16.59%	38
3.	6.11%	14
4.	0.87%	2
5.	4.80%	11
Totals	100%	229

6.) What two organizations partner to coordinate the IBWSS ?

- 1. USPS / CGAUX
- 2. USCG/ACE
- 3. AMRC/USBI
- 4. NSBC/NWSC
- 5. None of the above

Responses		
	(percent)	(count)
1.	2.14%	5
2.	2.56%	6
3.	0.43%	1
4.	93.16%	218
5.	1.71%	4
Totals	100%	234

7.) The National Safe Boating Campaign has for years focused on wearing a PFD, with the sidebars of Boat Smart, Boat Safe, Know Before You Go. Yet, the JSI study shows that not much has changed over the last 5 years regarding people wearing PFD's. How do you feel about the amount of money (\$375,000) annually being spent on the campaign?

- 1. Entirely too much
- 2. Too much
- 3. About right
- 4. Too little
- 5. Entirely too little
- 6. I have no idea

Responses		
	(percent)	(count)
1.	2.58%	6
2.	6.87%	16
3.	17.60%	41
4.	41.63%	97
5.	21.03%	49
6.	10.30%	24
Totals	100%	233

8.) Should we spend \$ 500,000.

- 1. Yes
- 2. No

Responses		
	(percent)	(count)
1.	71.55%	166
2.	28.45%	66
Totals	100%	232

9.) The National Safe Boating Campaign has been unchanged for a number of years. Using a number of volunteers, a public relations company, and a small staff to oversee the effort, it has tried to focus on the single issue that can save the most lives, wearing PFD's. What would you do to revise the Campaign?

- 1. Spend more money; aim at a larger media market
- 2. Enlist volunteers to get more involved with local media
- 3. Encourage partnering to host "events" in local areas
- 4. Reduce costs and let local resources run their own program.
- 5. Campaign is already effective and does not need to be revised.

Responses		
	(percent)	(count)
1.	28.27%	67
2.	15.61%	37
3.	48.95%	116
4.	2.11%	5
5.	5.06%	12
Totals	100%	237

10.) The Campaign has had many shades of persuasion in their PSA's.
The best way for a PSA to pierce the consciousness of boaters is?

1. To make it funny
2. To have a single message
3. To be startling or shocking
4. To appeal to the enjoyment of boating

	Responses	
	(percent)	(count)
1.	16.18%	39
2.	26.14%	63
3.	36.93%	89
4.	20.75%	50
Totals	100%	241

11.) Considering the highest priority boating safety issues within your state or organization, do you feel national organizations are placing a high enough priority on your states highest boating safety issue?

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree

	Responses	
	(percent)	(count)
1.	10.77%	21
2.	54.87%	107
3.	29.23%	57
4.	5.13%	10
Totals	100%	195

12.) Which is the most important safety issue to you? (choose one)

1. Carbon monoxide poisoning
2. Drowning from lack of PFD wear
3. Lack of boater education;
4. Man overboard accidents in near shore waters
5. Man overboard accidents at sea
6. Hypothermia
7. Boating Under the Influence
8. Failing to obey navigational signs
9. Watercraft speed/reckless operation

	Responses	
	(percent)	(count)
1.	2.53%	6
2.	35.02%	83
3.	38.40%	91
4.	0.84%	2
5.	0.42%	1
6.	1.69%	4
7.	8.86%	21
8.	0.84%	2
9.	11.39%	27
Totals	100%	237

13.) Which is the least effective issue of the National Safe Boating Campaign?

1. Carbon monoxide poisoning;
2. Drowning from lack of PFD wear;
3. Lack of boater education;
4. Man overboard accidents in near shore waters;
5. Man overboard accidents at sea.
6. Hypothermia
7. Boating Under the Influence
8. Failing to obey navigational signs
9. Watercraft speed/reckless operation

	Responses	
	(percent)	(count)
1.	7.93%	18
2.	0.44%	1
3.	0%	0
4.	7.05%	16
5.	38.77%	88
6.	7.05%	16
7.	1.32%	3
8.	31.72%	72
9.	5.73%	13
Totals	100%	227

14.) Which single action should the Campaign employ to become more effective?

1. Spend more money
2. Spend more time, make the campaign year round
3. Better coordinate local, state and federal campaigns
4. Find new advertising money
5. Use different media outlets

	Responses	
	(percent)	(count)
1.	3.45%	8
2.	9.48%	22
3.	68.10%	158
4.	6.47%	15
5.	12.50%	29
Totals	100%	232

15.) What method do you believe should be used to inform the boating public on the new inflatable life jackets?

1. Only use inflatable in all Campaign messages
2. Change the Campaign logo to show a photograph of an inflatable PFD.
3. Encourage the PFD industry to advertise inflatable PFD's more often.
4. Use inflatable in the boating instructor courses.

Responses		
	(percent)	(count)
1.	8.66%	20
2.	13.42%	31
3.	58.87%	136
4.	19.05%	44
Totals	100%	231

16.) After reported accidents (fatalities, injuries, and property damage), which indicator should be used to determine success of the boating safety program?

1. PFD Wear Rate
2. Number of students completing boating safety courses
3. Number of citations issued.
4. Number of vessel safety checks successfully completed

Responses		
	(percent)	(count)
1.	48.53%	99
2.	32.84%	67
3.	9.31%	19
4.	9.31%	19
Totals	100%	204

17.) Cold water immersion can cause your body to react within the first three minutes and often people drown within a hundred feet of safety. Do you think people understand the risks of cold-water immersion?

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. I have no idea

Responses		
	(percent)	(count)
1.	0.43%	1
2.	5.96%	14
3.	34.04%	80
4.	56.60%	133
5.	2.98%	7
Totals	100%	235

18.) What one measurement do you feel should be the goal of the Campaign for the next five years?

1. Reduce boating accidents by ten percent
2. Reduce fatalities by ten percent
3. Increase PFD wear by 5 percent;
4. Increase boater education by 5 percent.
5. Other

Responses		
	(percent)	(count)
1.	13.28%	32
2.	21.99%	53
3.	29.46%	71
4.	30.29%	73
5.	4.98%	12
Totals	100%	241

19.) The Campaign should include info on low head dams, swimming pool safety and rip tides?

1. Agree
2. Strongly Agree
3. Disagree
4. Strongly Disagree

Responses		
	(percent)	(count)
1.	42.34%	94
2.	27.48%	61
3.	20.27%	45
4.	9.91%	22
Totals	100%	222

20.) Given the statistics that 80% of the people who drown are not wearing a PFD, and given the success of seat belts when usage

- 1. Strongly agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 5. Not Sure

	Responses	
	(percent)	(count)
1.	39.57%	93
2.	25.96%	61
3.	13.62%	32
4.	15.32%	36
5.	5.53%	13
Totals	100%	235

21.) Boaters who, despite their having the education or knowledge as to the statistical efficacy of wearing PFD's, refuse to wear them as an exercise of their "personal freedom". How do you feel about the effort everyone makes to change this behavior?

- 1. Entirely too much
- 2. Too much
- 3. Too little
- 4. Entirely too little
- 5. It's a waste of time
- 6. Emphasis is just about right

	Responses	
	(percent)	(count)
1.	0.44%	1
2.	2.20%	5
3.	57.27%	130
4.	12.33%	28
5.	3.96%	9
6.	23.79%	54
Totals	100%	227

22.) If boaters knew more about inflatable PFD's, the wear rate of PFD's would increase.

- 1. Strongly agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree

	Responses	
	(percent)	(count)
1.	23.93%	56
2.	52.14%	122
3.	22.22%	52
4.	1.71%	4
Totals	100%	234

23.) If prices of inflatable PFD's were lower, the wear rate of PFD's would increase.

- 1. Agree
- 2. Strongly Agree
- 3. Disagree
- 4. Strongly Disagree

	Responses	
	(percent)	(count)
1.	46.26%	105
2.	37.89%	86
3.	13.22%	30
4.	2.64%	6
Totals	100%	227

24.) Would inflatable PFD's be more appealing and used if re-arming kits were more available, more standard, and less expensive.

- 1. Agree
- 2. Strongly Agree
- 3. Disagree
- 4. Strongly Disagree

	Responses	
	(percent)	(count)
1.	52.84%	121
2.	33.62%	77
3.	10.04%	23
4.	3.49%	8
Totals	100%	229

25.) Do you think the PFD industry is doing enough to promote PFD wear in advertising and other media outlets?

- 1. Yes
- 2. No
- 3. Not Sure

	Responses	
	(percent)	(count)
1.	10.31%	23
2.	82.06%	183
3.	7.62%	17
Totals	100%	223

26.) Do you think the Boating industry is doing enough to promote PFD wear in advertising and other media outlets?

- 1. Yes
- 2. No
- 3. Not Sure

	Responses	
	(percent)	(count)
1.	7.66%	18
2.	88.94%	209
3.	3.40%	8
Totals	100%	235

27.) Do you think your own agency is doing enough to promote PFD wear in advertising and other media outlets?

- 1. Yes
- 2. No
- 3. Not Sure

	Responses	
	(percent)	(count)
1.	29.78%	67
2.	61.33%	138
3.	8.89%	20
Totals	100%	225

28.) What's the best way to bring these products to the public's attention?

- 1. Redirect the Campaign towards informing the public.
- 2. Put pressure on PFD manufacturers to step up their advertising.
- 3. Put pressure on boating advertisers to display more PFD's.

	Responses	
	(percent)	(count)
1.	32.84%	67
2.	11.76%	24
3.	48.53%	99
Totals	100%	204

29.) Do you agree or disagree that a persuasive campaign can increase PFD wear rates?

- 1. Strongly agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree

	Responses	
	(percent)	(count)
1.	14.85%	34
2.	61.14%	140
3.	20.09%	46
4.	3.93%	9
Totals	100%	229

30.) Can these types of incentives increase PFD wear rates?

- 1. Strongly agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree

	Responses	
	(percent)	(count)
1.	12.44%	27
2.	63.59%	138
3.	20.74%	45
4.	3.23%	7
Totals	100%	217

31.) The issue of wearing a PFD should be left up to those in the boat.

- 1. Agree
- 2. Strongly Agree
- 3. Disagree
- 4. Strongly Disagree

	Responses	
	(percent)	(count)
1.	26.67%	52
2.	13.33%	26
3.	33.85%	66
4.	26.15%	51
Totals	100%	195

32.) The issue of wearing a PFD should be left up to the government.

- 1. Agree
- 2. Strongly Agree
- 3. Disagree
- 4. Strongly Disagree

	Responses	
	(percent)	(count)
1.	24.42%	53
2.	11.98%	26
3.	40.09%	87
4.	23.50%	51
Totals	100%	217

33.) Should the Coast Guard look at extending the under age 13 law to those states with their own less stringent laws where the age is lower than 13?

- 1. Strongly agree
- 2. Agree
- 3. Disagree
- 4. Strongly disagree
- 5. Don't Know

	Responses	
	(percent)	(count)
1.	32.18%	65
2.	33.66%	68
3.	14.36%	29
4.	13.86%	28
5.	5.94%	12
Totals	100%	202

34.) Compliance is high for mandatory PFD wear on PWC. Should states consider enacting laws for other types of boating, where the risk of ending up in the water, voluntarily or involuntarily, is higher. Which is most important to you?

- 1. Yes, start with paddlers.
- 2. No, it's an individual choice.
- 3. Yes, paddlers and include small sailboats.
- 4. Yes, all open boats less than 16 feet length
- 5. Emphasize the "it's part of the gear" message, and seek voluntary compliance.

	Responses	
	(percent)	(count)
1.	8.53%	18
2.	6.16%	13
3.	5.21%	11
4.	53.55%	113
5.	26.54%	56
Totals	100%	211

35.) Do you support mandatory boater education?

- 1. Yes
- 2. No
- 3. Yes with conditions
- 4. No with conditions
- 5. Not sure

	Responses	
	(percent)	(count)
1.	66.67%	154
2.	5.19%	12
3.	24.24%	56
4.	2.60%	6
5.	1.30%	3
Totals	100%	231

36.) Do you favor mandatory PFD wear?

- 1. Yes
- 2. No
- 3. Yes with conditions
- 4. No with conditions
- 5. Not sure

	Responses	
	(percent)	(count)
1.	36.68%	84
2.	22.71%	52
3.	31.44%	72
4.	8.73%	20
5.	0.44%	1
Totals	100%	229

37.) Which is the most effective way to pass to the public boating-related information about carbon monoxide?

1. Boating classes
2. Through the media.
3. PSA's warning about carbon monoxide
4. Warning decals.

	Responses	
	(percent)	(count)
1.	15.70%	35
2.	32.29%	72
3.	30.94%	69
Totals	21.08%	47

38.) More emphasis should be made through the Campaign and our education efforts about the hazards of carbon monoxide?

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. This is a minor problem on some boats

	Responses	
	(percent)	(count)
1.	15.84%	35
2.	54.75%	121
3.	11.76%	26
4.	0.90%	2
5.	16.74%	37
Totals	100%	221

39.) Where is the best location to inform boaters?

1. Place a decal near the helm.
2. Place a decal above the exhaust discharge.
3. Emphasize this during boating classes.
4. Install detection devices to warn passengers.
5. Place decals at boarding ladder and swim platform locations.

	Responses	
	(percent)	(count)
1.	17.59%	38
2.	5.09%	11
3.	12.50%	27
4.	19.91%	43
5.	44.91%	97
Totals	100%	216

40.) Assuming you are using a boat with a prop in towed water sports activities, you turn off the engine while people enter or leave the water in the vicinity of the stern. You do this because?

1. To avoid a prop injury
2. To avoid CO poisoning
3. Both
4. I don't turn off the engine

	Responses	
	(percent)	(count)
1.	27.44%	59
2.	2.33%	5
3.	67.44%	145
4.	2.79%	6
Totals	100%	215

41.) To what extent do you agree or disagree that the government should mandate catalytic converters on marine engines?

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. Need Time to Measure and ID problem first

	Responses	
	(percent)	(count)
1.	16.13%	35
2.	32.26%	70
3.	9.22%	20
4.	8.76%	19
5.	33.64%	73
Totals	100%	217

42.) Would a \$1,000 increase in your boat be acceptable to reduce the risk of carbon monoxide poisoning to zero or near zero?

1. Entirely too much
2. Too much
3. About right
4. Too Little
5. I have no idea

	Responses	
	(percent)	(count)
1.	29.81%	62
2.	26.44%	55
3.	11.06%	23
4.	0.48%	1
5.	32.21%	67
Totals	100%	208

43.) What would improve safe boating outreach the most?

1. Sticking to one or two messages
2. Doing more locally
3. Doing more nationally
4. Focusing on high-risk groups (hunters, anglers, paddlers, etc.)
5. Enlisting more role models (celebrities, etc.)
6. Using consistent branding
7. Using consistent words/slogans
8. Other

	Responses	
	(percent)	(count)
1.	13.95%	30
2.	24.19%	52
3.	6.05%	13
4.	26.05%	56
5.	20%	43
6.	4.19%	9
7.	5.12%	11
8.	0.47%	1
Totals	100%	215

44.) Do you agree that boating safety messages are effective at modifying the behavior or actions of boaters?

1. Agree
2. Strongly agree
3. Disagree
4. Strongly disagree
5. Don't know

	Responses	
	(percent)	(count)
1.	3.50%	7
2.	25%	50
3.	5%	10
4.	14.50%	29
Totals	100%	200

45.) Why have boating safety messages not been more successful?

1. They reach their audiences and are compelling, but boaters resist change
2. They reach their audiences, but are usually not compelling
3. They rarely reach their audiences at all
4. They make no difference

	Responses	
	(percent)	(count)
1.	29.11%	62
2.	37.56%	80
3.	28.64%	61
4.	4.69%	10
Totals	100%	213

46.) Why won't boaters adopt more safe behaviors?

1. They don't know what to do
2. They don't like being told what to do
3. They believe it won't happen to them
4. They believe safe behavior interferes with their fun
5. They believe safe behavior is "uncool"
6. They have no role models

	Responses	
	(percent)	(count)
1.	4.11%	9
2.	5.02%	11
3.	74.89%	164
4.	10.96%	24
5.	2.74%	6
6.	2.28%	5
Totals	100%	219

47.) Out of these celebrities, who would be the best spokesperson for safe boating? (Choose one)

1. Bruce Springsteen
2. Cameron Diaz
3. David Letterman
4. Heidi Klum
6. Katie Couric
7. Oprah Winfrey
8. Peyton Manning
9. Rush Limbaugh
10. Will Smith

	Responses	
	(percent)	(count)
1.	3.88%	8
2.	6.31%	13
3.	8.25%	17
4.	11.65%	24
5.	13.11%	27
6.	16.99%	35
7.	15.05%	31
8.	4.85%	10
9.	13.59%	28
Totals	100%	206