

Audience Polling Summit 2006

1.) Your affiliation is?

	Responses (percent) (count)	
Federal Government	50%	50
State or Local Government	25%	25
Volunteer Organization	14%	14
Commercial Organization	2%	2
Foundation or Association	7%	7
Parks and Recreation	1%	1
None of the above	1%	1
Totals	100%	100

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

	Responses (percent) (count)	
0-3 years	7.84%	8
4-8 years	19.61%	20
9-15 years	18.63%	19
16-25 years	30.39%	31
Longer	23.53%	24
Totals	100%	102

3.) Where are you from?

	Responses (percent) (count)	
East Coast	23.53%	24
West Coast	10.78%	11
Great Lakes	4.90%	5
Western Rivers	3.92%	4
Inland Region	0.98%	1
Outside U.S.	1.96%	2
Midwest	9.80%	10
South	40.20%	41
Mountains	3.92%	4
Totals	100%	102

4.) Are you a recreational boater?

	Responses (percent) (count)	
Yes	74.29%	78
No	25.71%	27
Totals	100%	105

5.) Do you own a boat?

	Responses (percent) (count)	
Yes	47.32%	53
No	28.57%	32
I have in the past	15.18%	17
I plan on having one	8.93%	10
Totals	100%	112

6.) How is your boat powered?

	Responses (percent) (count)	
Outboard	35.14%	26
Inboard	17.57%	13
I/O	14.86%	11
Manually	18.92%	14
Sail	13.51%	10
Totals	100%	74

7.) What is the length of the vessel?

	Responses (percent) (count)	
Less than 16	30.88%	21
16 to 26	48.53%	33
26 to 40	17.65%	12
Greater than 40	2.94%	2
Totals	100%	68

8.) There have been many different types of Public Service Announcements created, each addressing the concerns of boating and water safety in their own way. The best way for a PSA to pierce the consciousness of the public is....

	Responses (percent) (count)	
To make it funny	22.12%	23
To have a single message	37.50%	39
To be startling or shocking	25.96%	27
To appeal to the enjoyment of boating	9.62%	10
To have a celebrity	4.81%	5
Totals	100%	104

9.) A persuasive campaign can increase PFD wear.

	Responses (percent) (count)	
Strongly Agree	20.59%	21
Agree	67.65%	69

Disagree	8.82%	9
Strongly Disagree	0%	0
No Opinion	2.94%	3
Totals	100%	102

10.) What would improve boating and water safety outreach the most?

	Responses (percent) (count)	
Sticking to one message	12.24%	12
Doing more locally	22.45%	22
Doing more nationally	9.18%	9
Focusing on high-risk groups (hunters, anglers, paddlers, etc)	28.57%	28
Enlisting more role models (celebrities, etc)	7.14%	7
Using consistent branding	3.06%	3
Using consistent words/slogans	13.27%	13
Other	4.08%	4
Totals	100%	98

11.) Why have boating and water safety messages not been more successful?

	Responses (percent) (count)	
They reach their audiences and are compelling but boaters resist change	41.58%	42
They reach their audiences, but are usually not compelling	33.66%	34
They rarely reach their audience	24.75%	25
They make no difference	0%	0
Totals	100%	101

12.) Do you support mandatory boater education?

	Responses (percent) (count)	
Yes	69%	69
No	1%	1
Yes with conditions	29%	29
No with conditions	1%	1
Not sure	0%	0
Totals	100%	100

13.) The U.S. Coast Guard is introducing legislation that would lead to a U.S. Coast Guard requirement concerning mandatory education. Do you support this initiative?

	Responses (percent) (count)	
Yes	74.26%	75
No	16.83%	17

Unsure

	8.91%	9
Totals	100%	101

14.) Which is the most effective way to pass to the public boating and water safety information?

Boating classes
Through the media
PSAs
Stickers or decals
Brochures

	Responses (percent) (count)	
Boating classes	27.18%	28
Through the media	50.49%	52
PSAs	17.48%	18
Stickers or decals	3.88%	4
Brochures	0.97%	1
Totals	100%	103

15.) What one measure do you feel should be the goal of boating safety for the next five years?

Reduce boating accidents by 10%
Reduce fatalities by 10%
Increase PFD wear by 5%
Increase boater education by 5%
Other

	Responses (percent) (count)	
Reduce boating accidents by 10%	14.85%	15
Reduce fatalities by 10%	16.83%	17
Increase PFD wear by 5%	31.68%	32
Increase boater education by 5%	32.67%	33
Other	3.96%	4
Totals	100%	101

16.) The issue of wearing a PFD should be mandated by the government for all boaters on boats less than 21ft.

Strongly Agree
Agree
Disagree
Strongly Disagree

	Responses (percent) (count)	
Strongly Agree	26%	26
Agree	42%	42
Disagree	23%	23
Strongly Disagree	9%	9
Totals	100%	100

17.) Do you favor mandatory PFD wear?

Yes
No
Yes with conditions
No with conditions
Not sure

	Responses (percent) (count)	
Yes	33.33%	34
No	8.82%	9
Yes with conditions	50.98%	52
No with conditions	4.90%	5
Not sure	1.96%	2
Totals	100%	102

18.) What is your location preference for the Summit?

	Responses (percent) (count)	
East Coast	18.69%	20
Gulf Coast	42.06%	45
Mid West	9.35%	10
West Coast	29.91%	32
Totals	100%	107

19.) Do you think the Summit should be held in the same location every year?

	Responses (percent) (count)	
Yes	2.91%	3
No	95.15%	98
No Opinion	1.94%	2
Totals	100%	103

20.) What time of the year would you prefer the Summit be held?

	Responses (percent) (count)	
Mid March	27.72%	28
Late March	15.84%	16
Early April	13.86%	14
Mid April	16.83%	17
Late April	25.74%	26
Totals	100%	101

21.) How did you find out about the Summit?

	Responses (percent) (count)	
Website	8.91%	9
Registration Flyer	23.76%	24
Media Articles	0%	0
News Releases	0.99%	1
Word-of-mouth	26.73%	27
Other	39.60%	40
Totals	100%	101

22.) How would you rate the registration procedure?

	Responses (percent) (count)	
Excellent	54.46%	55
Good	40.59%	41
Fair	4.95%	5
Poor	0%	0
Totals	100%	101

23.) What should the Summit format include?

	Responses (percent) (count)	
More General Sessions	2%	2
More Breakout Sessions	38%	38
More on the water activities	7%	7
More hands on opportunities	17%	17
Perfect the way it is	36%	36
Totals	100%	100

24.) What should the Exhibitor format include?

	Responses (percent) (count)	
More interaction with the exhibitors	9.80%	10
Time set aside for demonstrations from the exhibitors about their products	36.27%	37
The same as it is now	53.92%	55
Totals	100%	102

25.) How often should the Summit be held?

	Responses (percent) (count)	
Annually	76.70%	79
Every two years	18.45%	19
Twice a year with a focus on specific topics	2.91%	3
The Summit has run its course and we should change the type of conference	1.94%	2
Totals	100%	103

26.) What topic would you like to learn more about at the Summit?

	Responses (percent) (count)	
Carbon monoxide poisoning	3.09%	3
Drowning from lack of PFD wear	12.37%	12
Lack of boater education	17.53%	17
Hypothermia/Cold Water Emersion	6.19%	6
Boating Under the Influence	3.09%	3
Reckless boat operation	16.49%	16
Life Jackets and the Law	5.15%	5
Drowning Accidents and Fatalities	36.08%	35
Totals	100%	97

27.) Do you think the Summit is a valuable conference for boating and water safety professionals and volunteers?

Responses

Yes
No
No Opinion

	(percent)	(count)
Yes	96.12%	99
No	1.94%	2
No Opinion	1.94%	2
Totals	100%	103