

Background & Methodology

Conducted 305 surveys among Florida, Georgia, and Tennessee boat owners

- Fielding took place April 15, 2015 – May 1, 2015
- Utilized proprietary online research panel

Key Measure

- Boat Safety Habits
- Boat Insurance Usage

1. How often do you plan to use your boat this summer (May - September)?

	Total
<i>Base (n=)</i>	305
A few times a week or more	25%
Once a week	24%
2-3 times a month	32%
Once a month	9%
Less than once a month	10%

2. What safety gear do you keep on your boat? (Select all that apply)

	Total
<i>Base (n=)</i>	305
Personal flotation devices / Life jackets	94%
Fire extinguisher	73%
First aid supplies	73%
Sound producing device (i.e. bell, horn, whistle)	67%
Visual distress signal (i.e. flare)	50%
Harness / Tethers	24%
Life raft	13%
Other	4%
None, do not keep any safety gear on boat	2%

3. Have you ever driven a boat while under the influence of alcohol and/or drugs, including prescription drugs?

	Total
<i>Base (n=)</i>	305
Yes	10%
No	90%

4. In your opinion, how dangerous is boating while impaired (under the influence of alcohol and/or drugs, including prescription drugs)?

	Total
<i>Base (n=)</i>	305
Very dangerous	84%
Somewhat dangerous	14%
Not at all dangerous	2%

5. Has your boat ever needed to be towed to shore?

	Total
	Base (n=)
Yes	305
No	29%
	71%

6. Do you have boat insurance?

	Total
	Base (n=)
Yes	305
No	67%
	33%

7. Does your boat insurance cover passengers?

	Total
	Base (n=)
Yes	201
No	90%
	10%

Respondent Profile
What is your gender?

	Total
	Base (n=)
Male	305
Female	49%
	51%

Into which of these age groups do you fall?

	Total
	Base (n=)
18-34	305
35-44	20%
45-54	18%
55-64	16%
65 or older	22%
	25%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among boat owners living in the Southern Region of The Auto Club Group (Florida, Georgia, and Tennessee) from April 15 - May 1, 2015. A total of 305 residents completed the survey. Total results have a margin of error of ± 5.6 percentage points.