



**2019 DBW Boating Safety & Environmental Awareness Multimedia Campaign  
Deliverables & Performance**

**2019 Boater Research Survey Highlights:**

- 86% of powerboaters said the boating safety campaign ads influenced them to wear a life jacket.
- 79% of powerboaters said they wear a life jacket “always” or “most of the time” when boating.
- 57% of all boaters recalled seeing or hearing boating safety/life jacket messages.
- 80% of powerboaters said the Clean Vessel campaign ads influenced them not to dump sewage in the water.
- 83% of powerboaters are aware of the California Boater Card.

**Boating Safety Media Impressions:**

129,188,018 Outdoor billboards  
 50,498,400 English language radio  
 21,394,290 Digital (desktop, mobile, audio/  
 video streaming, search)  
 17,038,767 Social media (incl. social ads)  
 10,965,521 Television  
 4,406,600 Spanish language radio  
 948,000 Giants/A’s Network

**Digital Interactions & Growth:**

7,766,809 Video Completions  
 409,274 Social Media Engagements  
 113,046 Clicks  
 159,161 Facebook Fans  
 9,956 Twitter Followers  
 7,491 Instagram Followers

**BoatCA App**

17,881 Downloads thru Oct 2019  
 52% Android / 48% iOS  
 52% new users / 48% returning users

**BoatCalifornia.com**

43K+ new users since Nov 2018  
 81% mobile

**Outreach Events:**

63 Event days across California  
 12K One-on-one interactions with boaters  
 20K Materials distributed

**Clean Vessel Act:**

6,260,736 Social impressions  
 3,624,120 Print impressions  
 1,266,355 Search impressions  
 56,188 Clicks to Website  
 36% Added value (25% required)  
 11,693 Pumpout Nav App downloads  
 84% growth since June 2018  
 87% Android / 13% iOS

**Clean & Green Quiz:**

5,027,241 Social impressions  
 1,471,902 Digital impressions  
 2,405 Completed quizzes

**California Boater Card:**

CaliforniaBoaterCard.com  
 88K+ new users since Nov 2018  
 51% desktop / 49% mobile

For further information on the campaign or research survey, contact [Joleane King](#): 916-327-1829