



2021 CA State Parks Boating Safety & Environmental Awareness Multimedia Campaign Report Deliverables & Performance

2021 Boater Research Survey Highlights:

- 82% of powerboaters said the boating safety campaign ads influenced them to wear a life jacket, compared to 75% amongst paddlers.
- 88% of powerboaters said they wear a life jacket “always” or “most of the time” when boating, compared to only 73% of paddlers.
- 67% of powerboaters recalled seeing or hearing boating safety/life jacket messages, compared to only 50% with paddlers.
- 79% of powerboaters said the Clean Vessel campaign ads influenced them to look for a floating restroom, pumpout or dump station.
- 75% of powerboaters have taken a boating safety course, and 76% say they have a California Boater Card.

Boating Safety Media Impressions (5/1-9/30)

85,042,885 Outdoor billboards (AV: 22,446,006)
40,684,544 English language radio (AV: 3,156,544)
24,352,357 Digital (desktop, mobile, audio/
 video streaming, search) (AV: 5,561,246)
21,372,381 Social media (incl. social ads) (AV: N/A)
6,972,389 Television (AV: 380,800)
6,969,100 Giants/A’s Network (AV: 4,890,100)
3,189,180 LA/SD Sports Cable (AV: 991,176)
3,100,721 Spanish language radio (AV: 76,021)

Boating Safety Digital Interactions & Growth:

18,439,906 Video completions
2,921,568 Social media engagements
99,053 Clicks
 175.8K Facebook fans
 10.6K Twitter followers
 10.4K Instagram followers

BoatCA App

30,000 Downloads from 2017 thru Sept 2021
 20% increase over 2020

BoatCalifornia.com

47K New users since Oct 2020
 83% mobile / 17% desktop

California Boater Card (5/11-9/30)

9,167,152 Social impressions (AV: N/A)
6,308,378 Digital (mobile/display) (AV: N/A)
1,734,700 Print impressions (AV: 592,300)
111,364 Search (AV: N/A)
58,889 Clicks

CaliforniaBoaterCard.com

264K New users since Oct 2020
 70% mobile / 30% desktop

Clean Vessel Campaign (6/1-9/30)

41% Added Value (33% required)
7,198,185 Digital (display, native) (AV: 2,396,126)
5,528,380 Print impressions (AV: 2,835,520)
27,009 Clicks

Pumpout Nav App

16,2K Downloads from 2017 thru Aug 2021
 App includes sewage pumpouts, dump stations and floating restrooms

Clean & Green Quiz (7/27-9/6)

1,713,782 Social impressions (AV: N/A)
 4,116 Completed quiz questions (goal 4,000)
 60% Pass / 30% Fail