

Four in Ten (37%) Canadian Adults Say They Don't Always Wear a Life Jacket When on a Boat in the Water

*Majority (51%) of Those Aged 18 to 34 Admit They Don't
Always Wear a Life Jacket*

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Ipsos Reid

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Toronto, ON – The hot summer weather means that a lot of Canadians will be heading on to Canada's oceans, lakes and rivers to cool off. But a new Ipsos Reid poll reveals that many Canadians are not taking seriously their own safety as four in ten (37%) admit that they don't always wear a life jacket when on a boat in the water.

While six in ten (63%) Canadians, overall, say they 'always' wear life jacket, two in ten (21%) say they only 'sometimes' wear one. Further, two in ten say they either 'rarely' (10%) or 'never' (7%) wear a life jacket when on the water.

Perhaps even more alarming is that a majority (51%) of those aged 18 to 34 say they don't always wear a life jacket, and that nearly one half (44%) of residents of British Columbia – one of Canada's costal provinces – don't always wear a life jacket. On the other end of the country, Atlantic Canadians are least likely (34%) to claim that they don't always wear a life jacket.

For many Canadians, water activities are among their favourite summer activities: two in ten (16%) say their favourite summer activity is swimming, while one in ten (12%) most like being on some sort of recreational watercraft such as a motor boat, canoe, sailboat, etc. Three



percent (3%) say engaging in water sports is their favourite summer-time activity. Canadians also like to participate in other land-based activities, including reading (27%), land sports (10%), or simply playing board games or cards (4%). Three in ten (28%) Canadians say there's some other activity that they most enjoy in the summer.

These are some of the findings of an Ipsos Reid poll conducted between June 10 and 14, 2010, on behalf of Canada.com. For this survey, a sample of 1,017 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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