BABY BOOMERS
OLDER NOT WISER

+19%
increase in water-related deaths of baby boomers

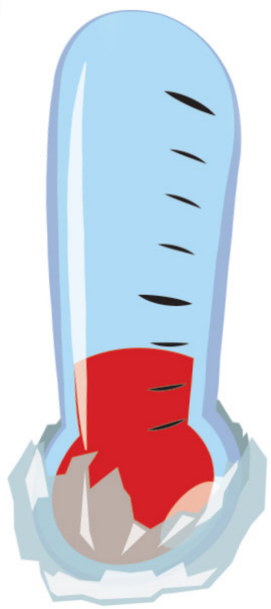
195
deaths from 2004-2008

232
deaths from 2009-2013

The Numbers

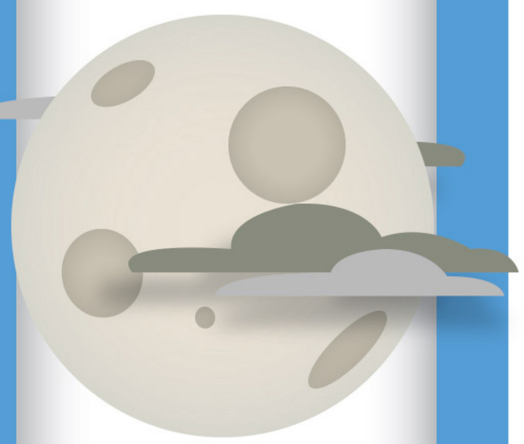
90%
were not wearing a lifejacket

64%
were alone



55%
were in cold water

51%
had consumed alcohol



24%
drowned after dark