

1 **Managing Editor**

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3 The diagrams seem to have the same problems of the previous version. On my monitor, I cannot
4 read the labels of the column in histograms. It is sufficient to reduce the size of the diagram and
5 increase the size of the labels.

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7 This was a conversion issue with the PDF maker online. We have removed all figures from
8 the document and saved independently as TIFF and uploaded as a zip file. There should
9 be no issues with the figures individually saved and not as part of the PDF.

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11 It is important to add the appendix to the paper
12 because it explain the survey steps and can contain
13 suggestions for similar surveys, even focused on
14 different topics. Nevertheless, the Authors should do a
15 minimum effort to rearrange it in a concise, pleasant
16 and printable way, reducing it into a table, in order to
17 fill the entire page by putting sessions in two columns,
18 for example.

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20 We have transferred the survey instrument to
21 a 2-column table

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Appendix	
Survey Instrument	
Question	Response
Are you a resident of the United States?	Yes/No
If resident- in what state do you currently reside?	List of US States
If resident- What is your zip code?	Open response
If not resident- in which country do you reside?	List of Countries
Which best describes your gender?	Male/Female/No response
What is your Age?	<input type="checkbox"/> 18-20 years <input type="checkbox"/> 21-30 years <input type="checkbox"/> 31-40 years <input type="checkbox"/> 41-50 years <input type="checkbox"/> 51-60 years <input type="checkbox"/> 61-64 years <input type="checkbox"/> 65 years and over
Which statement about beach visitation best describes your experience?	<input type="checkbox"/> Infrequently (fewer than 10 times in my life) <input type="checkbox"/> Once every year typically on vacation <input type="checkbox"/> I go multiple times per year <input type="checkbox"/> Several times per month <input type="checkbox"/> Frequently (weekly or daily)
How would you describe the beaches that you commonly visit?	<input type="checkbox"/> Calm with small to no waves <input type="checkbox"/> Occasional wave activity, primarily during storms <input type="checkbox"/> Regular wave activity but typically small or medium sized waves <input type="checkbox"/> Strong waves are common
What is the main type of activity you do when you go to the beach?	<input type="checkbox"/> Swimming and wading <input type="checkbox"/> Board riding (including surfboard, boogie board, stand up, etc.) <input type="checkbox"/> Beach activities only (sunbathing, shell collecting, etc.) <input type="checkbox"/> Snorkeling or diving <input type="checkbox"/> Other
If Other selected- describe what you tend to do at the beach.	Open Response
Have you ever had swimming lessons or	Yes/No

30 I also suggest checking
31 formatting criteria especially
32 of the parts in the text where
33 they quote the answers of
34 respondents. The format
35 applied, could be changed in a
36 more concise way, and being
37 sure that the spaces before
38 and after the quotations are
39 always the same throughout
40 the entire text.

There were, however, several respondents (familiar with the campaign) who believed that the messaging was not appropriate and needed to be rethought:

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- *The slogan is useless to anyone caught in a rip current! What can you do by knowing this slogan?"Wave, Yell & Swim Parallel" is a far better slogan...it provides 3 lifesaving pieces of information. The existing slogan provides nothing.*
 - *It's an advertising slogan; it doesn't mean much at all. It's a bad slogan; it does not tell folks what to do, what to watch for, or anything useful.*

Responses from those who were not familiar with the campaign were much shorter and did not contain the level about survival strategies provided by those familiar with the campaign. Representative responses include "how to escape", "tips to survive", and "how to get out of a rip".

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42 As suggested we made
43 all quotes as bullets and made sure that all spaces are the same throughout the document
44 using the example provided