

BOATING

INDUSTRY FACTS

Top 25 Categories- 2nd Quarter

Product Categories	Calls	Total \$'s	\$/call
Automobiles & Trucks	41	\$622,395.88	\$15,180.39
Farming Equipment & Supplies	31	\$323,088.88	\$10,422.22
Photography, Accessories & Supplies	7	\$48,481.11	\$6,925.87
Pools, Spas, Hot Tub & Supplies	24	\$74,192.92	\$3,091.37
Cable, TV Networks & Satellite Dishes	4	\$9,942.00	\$2,485.50
Tobacco & Smoking Supplies	3	\$6,100.00	\$2,033.33
Paint & Wallcoverings	54	\$68,236.09	\$1,263.63
Small Appliances	5	\$5,439.00	\$1,087.80
Men's Apparel & Accessories	56	\$45,510.86	\$812.69
Motorcycles & Snowmobiles	22	\$17,371.54	\$789.62
Boating, Accessories & Supplies	15	\$10,814.78	\$720.99
Vacuums & Sewing Machines	14	\$8,900.94	\$635.78
Lawn & Garden	69	\$35,423.07	\$513.38
Building materials & Construction	60	\$24,959.42	\$415.99
Lighting	38	\$15,157.86	\$398.89
Energy Device	11	\$3,392.34	\$308.39
Automotive Accessories	79	\$24,071.97	\$304.71
Electrical Equipment & Supplies	6	\$1,783.76	\$297.29
Home Furnishings	45	\$13,185.53	\$293.01
Office, Art, Educational Supplies & Business Machines	7	\$2,040.12	\$291.45
Infants' & Children's Apparel & Accessories	20	\$5,625.33	\$281.27
Major Appliances	33	\$9,107.02	\$275.97
Shoes	88	\$22,377.05	\$254.28
Hardware	71	\$15,245.57	\$214.73
Tools	50	\$7,762.98	\$155.26

Source: Adbuilder.com

New-Boat Owner Behavior Trends:

- In 2008, 68 percent of new-boat owners took their boat to a service facility. Among them, more than 80 percent took their boat back to their dealer while nearly 20 percent received service at a non-dealer facility. Owners who received service at the dealer were more satisfied, on average, than those who visited a non-dealer facility.
- The percentage of owners who report that the dealer personnel was the key reason for selecting their boat brand is 34 percent -up from 30 percent in 2005, indicating that the dealer is becoming increasingly influential in the sales process.
- In 2008, 74 percent of owners report experiencing a problem with their new boat, while 26 percent say they have not experienced a problem. Owners who report experiencing no problems are 68 percent more likely to repurchase the same boat brand in the future than boaters who did experience a problem with their new boat.
- Thirty-nine percent of new-boat owners report that engine technology played a major role in their purchase decision, which is up from 34 percent in the 2005 study, suggesting that advancements in engine technology are steadily contributing to the decision making process among owners.

Source: www.jdpower.com

Facts About Boaters

Gender

Men	51.9%
Women	48.1%

Age Ranges

18 - 24	11.1%
25 - 34	14.8%
35 - 49	18.5%
50 - 54	14.8%
55 - 64	22.2%
65+	18.5%

Ethnic Background

Caucasian	96.3%
African American	3.7%
Hispanic	0.0%
Other	0.0%

Number of Children

No Children	70.4%
1 Child	18.5%
2+ Children	11.1%

Occupation

Working Women	37.0%
White Collar/Mgr/Prof	33.3%
Retired	18.5%
Blue Collar/Operative	14.8%
Clerical	7.4%

Household Income

Less Than \$20K	3.7%
\$20-\$30K	3.7%
\$30-\$50K	25.9%
\$50-\$75K	7.4%
\$75K+	59.3%

Years at Present Address

1 - 2 Years	14.8%
3 - 4 Years	7.4%
5 - 9 Years	33.3%
10+ Years	44.4%

Media Most Used

Watched Television	96.3%
Read a Printed Newspaper	92.6%
Used the Internet	92.6%
Listened to the Radio	85.2%

Visited a Website seen on TV

Yes	63.0%
No	37.0%

WSAV Programs Most Watched

Jeopardy 7:30p	25.9%
News 3 6p	22.2%
News 3 6p Saturday/Sunday	22.2%
Today Show 7a	18.5%
Coastal Sunrise 5a	14.8%
Oprah 4p	14.8%
Dr. Phil 5p	14.8%
Wheel of Fortune 7p	14.8%
Rachael Ray 3p	11.1%
News 3 11p	11.1%
Saturday Today Show	11.1%
Sunday Today Show	11.1%
Meet the Press	11.1%

Source: Marshall Marketing 2009 Survey

Important Dates in the Boating Industry

National Safe Boating Week

May 16-22, 2009

National Fishing & Boating Week

June 2 - 10, 2009

INDUSTRY RESOURCES

Marina Operators Association of America

www.moaa.org

Marina Recreation Association

www.marina.org

Marine Retailers Association of America

www.mraa.com

National Marine Manufacturers Association

www.nmma.org

National Safe Boating Council

www.safeboatingcouncil.org

Recreational Boating & Fishing Foundation

www.rbff.org