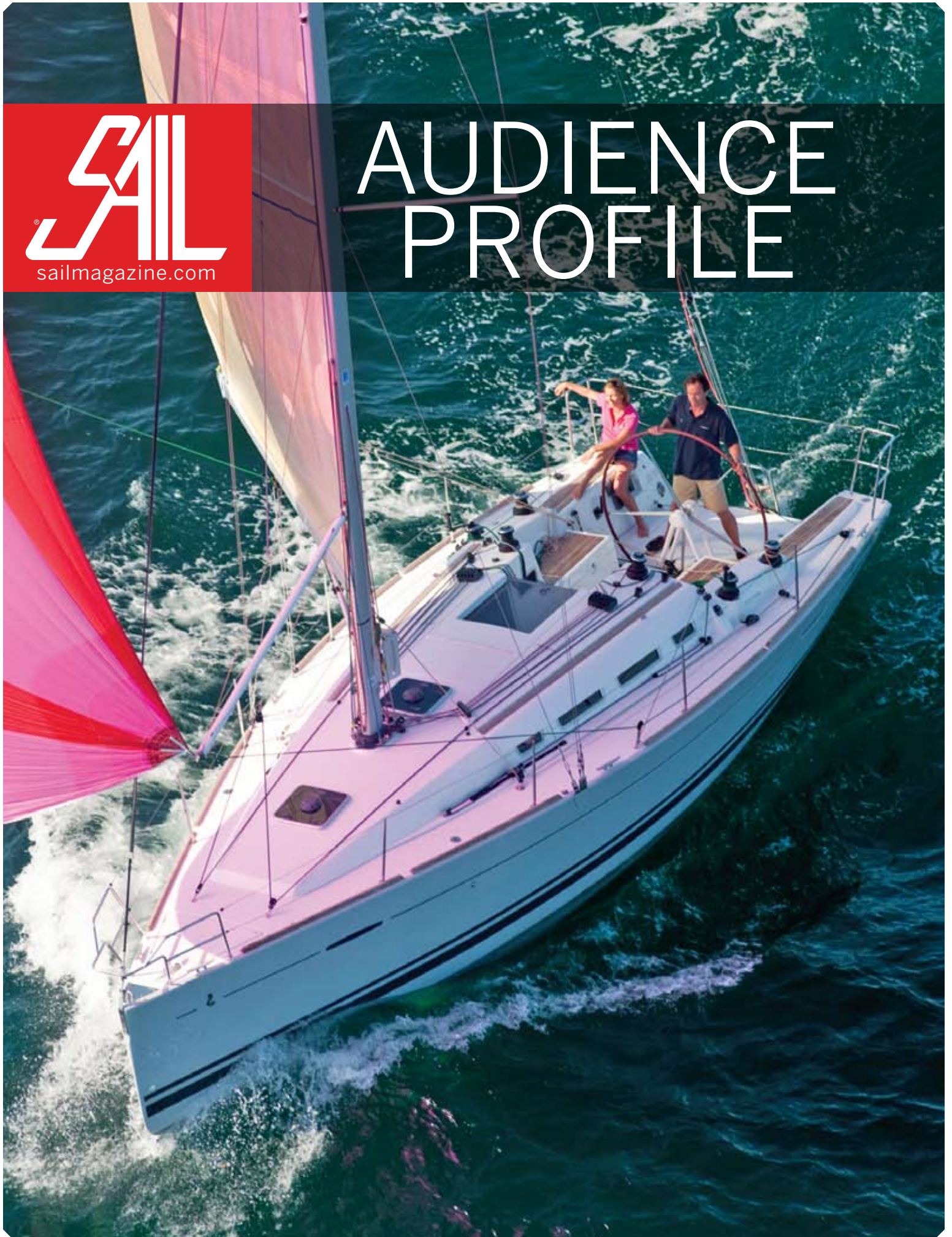




AUDIENCE PROFILE





Demographics

Male	95%
Female	5%
College Educated	94%
Average Age	58 yrs
Own Their Own Home	92%
Own Second Home	29%
Average Household Income Auxiliary Sailboat Owner	\$223,900
Average Household Net Worth Auxiliary Sailboat Owner	\$1,687,000
Average Household Income	\$204,000
Average Household Net Worth	\$1,401,000



Boat ownership/purchase plans**

Own a boat	80%
Avg. # of boats owned	3
Avg. Length Auxiliary Sailboat	35'
Own 40' (+) Boats	14,739
Own Monohull*	98%
Own Multihull*	10%
Own a Boat Purchased Past 12 Months*	19%
Own a Boat Bought New*	53%

* Base: Boat Owners

Plan To Buy a Boat	40%
Plan to Buy Auxiliary Sailboat	72%
Plan to Buy Mono/Multi	91%/12%
Plan to Buy 37' (+) Boat	50%
PLAN TO BUY BY SIZE	
22-30'	22.9%
31-35'	18.3%
36-49'	10.3%
40'+	26.1%

** Next 2 years

↘ SAIL's big boat sailors



Total 40'+ Owners	14,739
Boats Owned Per Owner (Avg)	3.5
Avg. Household Income	\$276,000
Avg. Household Net Worth	\$2,476,000
Attended College+	96%
Managerial/Professional	65%
Own Their Own Home	94%
Own a 2nd Vacation Home	40%



↘ Boat equipment/maintenance

Own any boating equipment	81%
Plan to buy boating equipment*	68%
Own any marine electronic equipment	71%
Plan to buy marine electronic equipment*	52%
Performed maintenance on boat in the past 12 months**	94%
TYPE OF MAINTENANCE PERFORMED***	
• Paint/Varnish/Finish	77%
• Hardware/Rigging	65%
• Systems (electrical, plumbing, etc)	62%
• Engine (s)	59%
• Installation of Electrical Equipment	41%
• Other Product Installation/Upgrade	49%

* Next 2 Years / **% of boat owners / ***Past 12 Months



Sailing activities

Cruising	76%	Cruisers Who Race	31%
Coastal cruising	74%	Auxiliary Sailboat Owners Who Cruise	92%
Offshore cruising	29%	Average Number of Years Participating in Sailing	29 Yrs
Racing	30%	Belong to a Yacht Club, Sailing Club or Other Sailing Organization	48%
Daysailing	86%		
Racers Who Cruise	79%		

Charter

Over half of *SAIL* subscribers (**51%**) plan to charter in the next 2 years

CHARTER ACTIVITIES

Chartered - Past 2 years	23%
Plan to Charter - Next 2 years	51%
• Bareboat/Crewed	38%/5%

Top Destinations Plan to Charter - Next 2 years

• Caribbean	71%
• BVI	52%
• North America	30%
• USVI	25%
• Europe	15%
• Bahamas	17%
• Belize	10%



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SET APART BY SUBSTANCE

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