Recreational
Boating & Fishing
Foundation

Cultural Edge
Consulting

Hispanics and Boating

Phase 2: Quantitative Research Findings

Prepared for: López Negrete Communications and the Recreational Boating and Fishing Foundation
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Background & Objectives

- Lopez Negrete Communications, on behalf of their client, the Recreational Boating and Fishing Foundation (RBFF), have been tasked with growing fishing and boating amongst Hispanics.
- On the heels of work conducted earlier in 2014, this study of Hispanic boating is intended to assist in identifying, studying and targeting Hispanic boat ownership.
- This will create intelligence that will be shared among RBFF members and key industry stakeholders.

Background & Objectives

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- This report covers findings from phase two: quantitative validation.

- Areas explored in phase two included:
  - Exploring behaviors and attitudes towards boating;
  - Uncovering drivers, motivations and challenges;
  - Mapping key elements in the path to purchase.

Methodology

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- 587 online interviews were conducted among Hispanic males and females who qualified as boat owners (337) or prospects (250) likely to buy a boat within the next two years
- Respondents were sourced from two Hispanic general population panels and one panel with reported boat ownership
- Respondents were given the option to complete the survey in Spanish or English
- Field dates were from November 20, 2014 through December 25, 2014

Qualifying Criteria

- Owners: currently own a motorized boat:
  - Recent owners: bought a motorized boat less than 12 months ago;
  - Established owners: bought a motorized boat more than one year ago;
- Prospects: Intended on purchasing a motorized boat in the next two years (very or somewhat likely);
- Self-ID Hispanic;
- 25 years of age or more;
- Mix of self-identified Hispanics across acculturation levels (skewing bicultural);
- HH income $40K or more; and
- Self or close relatives do not work in competing industry.

Executive Summary

Owners vs. Prospects

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- In terms of language, owners and prospects look fairly similar – English-preferred, US-Born and from high-density Hispanic states with significant boating activity
- Owners, however, are significantly older, have higher incomes and, if foreign-born, are more likely to have been in the United States longer

- **Owners**
  - 61% are 25-44 years old
  - Average Age: 43.0
  - 53% male / 47% female
  - 56% bought a new boat/49% a used one*
    **some own both new and used*
  - 53% have HH incomes $100K or more
    (Median = $104.0K)
  - 66% US-Born, 12% Caribbean and 9% Mexican
  - Foreign-born average 30.4 Years in US
  - 26% Only English / 72% Bilingual / 2% Only Spanish
  - 21% CA / 18% FL / 15% TX
  - 3.4 Persons in HH; 60% Have children under 18
  - 35% Own a personal water craft

- **Prospects**
  - 75% are 25-44 years old
  - Average Age: 39.8
  - 51% male / 49% female
  - 66% considering either new or used
  - 37% have HH incomes $100K or more
    (Median = $79.6 K)
  - 67% US-Born, 15% Caribbean and 8% Mexican
  - Foreign-born average 26.1 Years in US
  - 18% Only English / 79% Bilingual / 3% Only Spanish
  - 21% CA / 21% FL / 17% TX
  - 3.5 Persons in HH; 63% Have children under 18
  - 17% Own a personal water craft

Recent vs. Established Owners

- Between recent and established owners, however, some interesting differences emerge:
  - Recent owners are more likely to be younger with higher average incomes
  - Recent owners are more likely to be foreign-born (particularly Mexican) and prefer Spanish
  - Recent owners are more likely to have purchased a new boat

- **Recent Owners**
  - 81% are 25-44 years old
  - Average Age: 38.6
  - 52% male / 48% female
  - 73% bought a new boat/39% a used one*
    **some own both new and used*
  - 59% have HH incomes $100K or more
    (Median = $111.1 K)
  - 57% US-Born, 10% Caribbean and 18% Mexican
  - Foreign-born average 26.0 Years in US
  - 16% Only English / 81% Bilingual / 3% Only Spanish
  - 18% CA / 17% FL / 13% TX
  - 3.5 Persons in HH; 75% Have children under 18
  - 51% Own a personal water craft

- **Established Owners**
  - 55% are 25-44 years old
  - Average Age: 45.0
  - 53% male / 47% female
  - 49% bought a new boat/54% a used one*
    **some own both new and used*
  - 50% have HH incomes $100K or more
    (Median = $100.6 K)
  - 70% US-Born, 12% Caribbean and 4% Mexican
  - Foreign-born average 33.2 Years in US
  - 30% Only English / 69% Bilingual / 1% Only Spanish
  - 22% CA / 15% FL / 12% TX
  - 3.3 Persons in HH; 53% Have children under 18
  - 30% Own a personal water craft

Executive Summary

Attitudes & Motivations

- The predominant attitude that motivates boating in general is that it is a form of escape from everyday life
  - Boating offers a way to stay active and experience nature and provides a feeling of adventure
  - Fishing is a fairly common boating activity (sometimes with friends/co-workers), but is not as frequent as cruising on the water, sunning, swimming and watersports with extended family and friends
  - Taking the boat out alone is much less common with only 13% of owners taking the boat out alone for the various activities measured
  - Boat usage among owners is fairly high with 77% of owners reporting that they take the boat cruising on the water (the most common activity) three or more times per year
- Exposure to boating generally motivates the desire for a boat with owners and prospects alike mentioning that they live near water, that they grew up around boating or that they have some current exposure to the activity
  - 34% of owners and 35% of prospects credit that a boat is something they always wanted as a motivation to buy one
- Among Hispanics, spending time with the family is the single largest motivator for deciding to buy a boat
  - Not surprisingly, spouses/partners are the most common companions for boating activities
  - Enjoying the fruits of success and enabling everyone’s fun are also powerful motivators for Hispanics when considering buying a boat

Executive Summary

Obstacles to Boat Buying

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- Despite the positives of boating, the most significant obstacle to boat ownership is the perception of affordability
  - 29% of owners report that realizing affordability was one of the key motivators to finally decide to buy a boat
  - Among prospects, four of the five top obstacles are related to affordability – “I think the boat's maintenance (repairs, gas, storage, etc.) is too expensive,” “I think boats are too expensive,” “I don't want to borrow for it,” “I don't have anywhere to store it,” and “I don't think I can afford it”
  - Other significant obstacles to buying a boat include not having anywhere to store the boat, not having a way to tow it and not knowing if they would have enough time to use the boat enough

Executive Summary

Path to Purchase – Ahaa Moment and Steps

- While desire to own a boat can be common and long-held, realizing that boat ownership can be an affordable reality is a major trigger to actively research and consider options
  - 36% of boat owners credit “being able to afford it” for making them realize they were ready to purchase a boat, the single largest unprompted response
- The consideration, research and shopping phases do not appear to be separated by specific activities; instead, more research is indicative of getting closer to making a purchase
  - 35% of prospects are in the consideration phase (have not started researching yet), but only 74% of them have undertaken some research activity, such as visiting a dealership or speaking to someone who has a boat for sale
  - 41% of prospects are in the research phase (are looking to buy, but have not looked at specific boats yet) and their research activities are similar to those in the consideration phase, except with greater emphasis on boat show attendance and online searching
  - 24% are in the shopping phase (looking at specific boats) and they are most likely to visit boat dealerships and speak to independent boat brokers
  - Owners report a consideration/research phase length of 7.6 months on average and a shopping phase of 4.2 months on average, totaling 11.8 months or approximately one year
- Some of the path-to-purchase steps may be shortened for current and previous owners who are looking to buy
  - Many first-time buyers purchase pre-owned boats as they are more affordable in terms of upfront costs

Executive Summary

Path to Purchase – Sources of Information

- About half of owners or prospects recall any advertising for boating
  - TV and print were the most common forms of advertisement recalled
  - While advertisement recalled was predominantly in English (76%) few recalled seeing or hearing any ads in Spanish (24%)
  - Prospects (44%) are more likely to recall web pages than are owners (33%)
- Dealership visits are an important part of the research and shopping process whether the prospect buys from a dealership, broker or individual
  - Almost half of those who reported purchasing from a dealer claimed that they visited three or more dealers
  - 69% of those who reported purchasing from an individual reported having visited at least one dealer
  - While all buyers are looking for a good price/deal, those who buy from individuals are more often seeking lower prices from a familiar source
  - In contrast, those who buy from dealers are more often looking for brand and good service
- Dealership visits may also encourage a shorter path to purchase with those who purchase from dealers reporting a total consideration/research/shopping period about half that of those who purchase from individuals (8.5 months vs. 15 months)
  - Given the assortment of options and available financing, it is easier for boat shoppers to find the boat that they want from dealers than from individuals
  - Only 23% of prospects have visited a dealership to look at boats – those that have, visited an average of 2.3 dealerships

Executive Summary
Path to Purchase – Shopping/Purchasing

- The family, specifically the spouse or partner, is very influential in consideration and in the purchase decision, with two-thirds of owners reporting that their spouse/partner was very or somewhat influential in their decision to buy
  - 78% of owners felt that it was very or somewhat important for the salesperson to answer questions for the spouse/partner and other family members at the point of sale
  - There is high agreement (79%) that salespersons do answer questions from spouses/partners and other family members
- Experiences of the in-store environment are generally positive and in line with expectations, though some (14% of recent owners) may not feel as if they're treated like valued customers and some may attribute that to their Hispanic ethnicity
  - Dissatisfaction among owners with both the seller and the boat (based on likelihood to recommend) is generally very low, indicating a positive purchase experience
  - Among this sample of owners, 30% preferred some Spanish in their buying experience and 31% were able to conduct at least some of the transaction in Spanish
  - Two-thirds (67%) think that Spanish will be at least a little helpful for the boat buying process and a good 37% think that Spanish will be very or extremely helpful
- The sales teams/salespersons are expected to answer questions for the whole family, explain value and help get a better deal than they could get on their own
  - Part of getting a better deal (increasing affordability and value) may involve alternative credit options for some Hispanics who may need to or want to finance a boat, but may not have established good credit
  - While Hispanics are often resistant to use credit, 46% of owners have financed their boats and 49% of prospects expect to do so

Executive Summary

Implications and Opportunities

- Hispanic-oriented communications for ads, web presence and collateral materials should focus on family as spending time with the family is the single largest motivator for boating and boat purchases
  - Copy that focuses on realizing the dream of family entertainment, social outings and fun is likely to be more effective for a larger proportion of the potential Hispanic boating market than materials that focus solely on watersports and/or hunting and fishing activities
  - Imagery that includes a spouse/partner and potentially children is likely to be particularly appealing to this segment in that it reflects the reality that family members are very involved in the consideration, research and buying processes
  - Spanish-language communications will likely increase comfort with the boat buying process for the 77% of owners and intenders who speak some Spanish
    - It may actually increase understanding for those who prefer Spanish-language communications
    - More importantly, it acts as a welcome sign for Hispanics, who feel that offering Spanish means that they are valued potential customers
- Affordability is the key to triggering purchase and any Hispanic sales strategy should be designed around the initial boating experience (invitation) and the perception of affordability to spark active research
  - Potential Hispanic buyers, particularly first time buyers generally worry about being able to afford not only the boat itself, but maintenance and usage costs
  - Making certain that Hispanic buyers understand the costs associated with buying, owning and operating a boat will increase comfort with the buying process and potentially separate potential customers in the consideration/browsing, research and shopping phases
  - While financing increases affordability, sellers should be careful to approach the subject understanding the cultural aversion among Hispanics about borrowing for non-essential items

Executive Summary
Implications and Opportunities

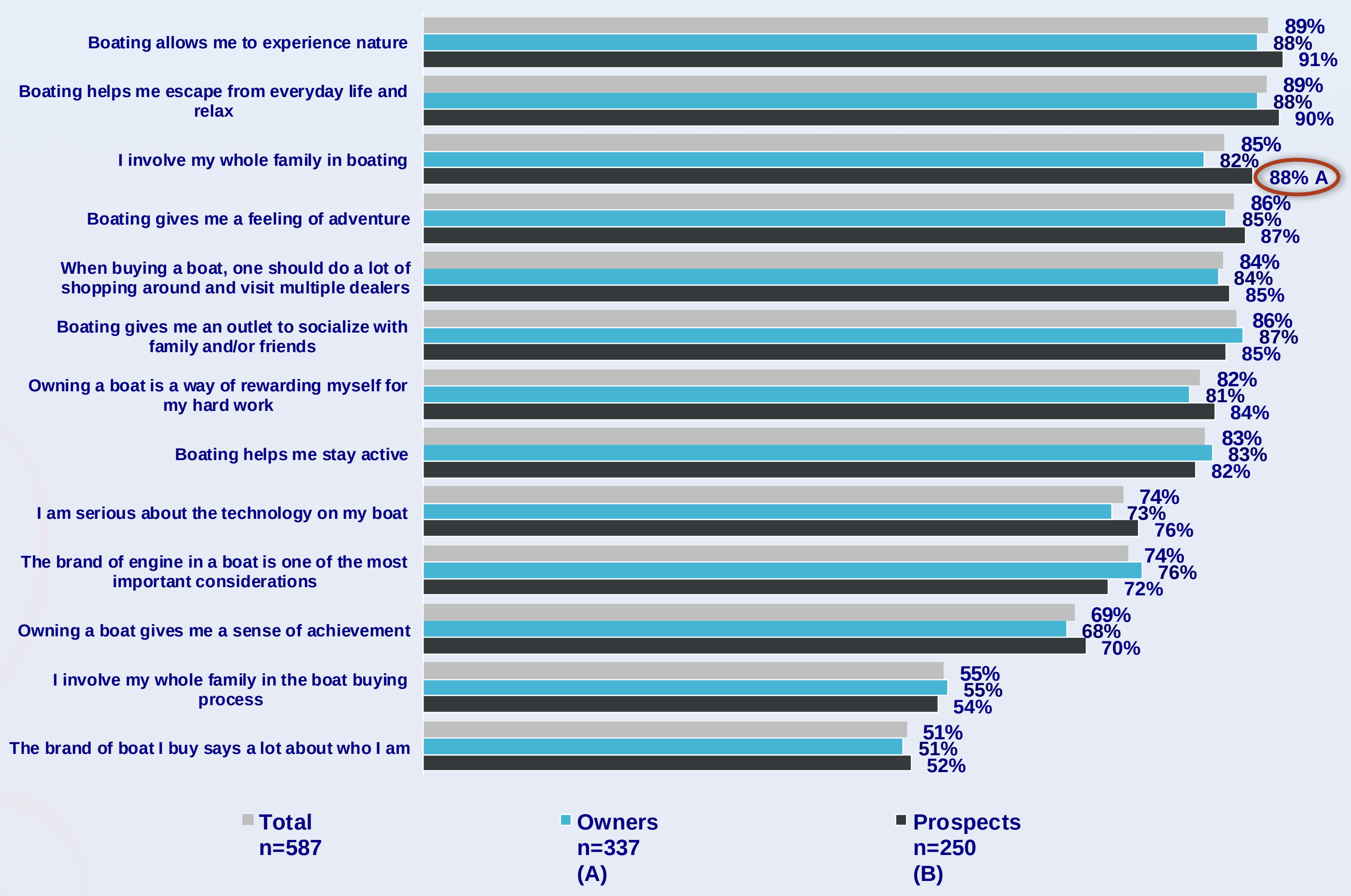
- Every dealer visit represents an opportunity to move the potential Hispanic buyer further along the path-to-purchase, even if every visit does not result in a sale
  - Owners and intenders alike report multiple dealer visits and at every stage of the purchase process, even if they eventually purchase a used boat from an individual
  - Hispanic customers are often sensitive to not being taken seriously as buyers, even if they are only browsing to explore options or check out prices, so making them feel welcomed and valued customers can increase repeat visits which can potentially result in a sale
  - Involving the family is an important element of the Hispanic path-to-purchase, as family members influence options considered and the ultimate purchase
    - The spouse/partner is particularly important in that they can veto a potential sale if they feel snubbed or can influence a potential sale if they feel comfortable with it
- Education of the Hispanic customer is an important element of the dealer visit and the sales process as understanding increases comfort with purchasing a boat
  - Topics should include not only boat buying itself, but issues of ownership, usage and maintenance
  - Education should be directed at all family members to increase the influence that they can exert on the buyer
  - Associates with Spanish-language skills can increase comfort with the boat-buying process, but care must be taken not to automatically hand off all Hispanic customers to Hispanic sales associates; That can be perceived as a slight among Hispanics who value their ability to navigate life in a multi-cultural America

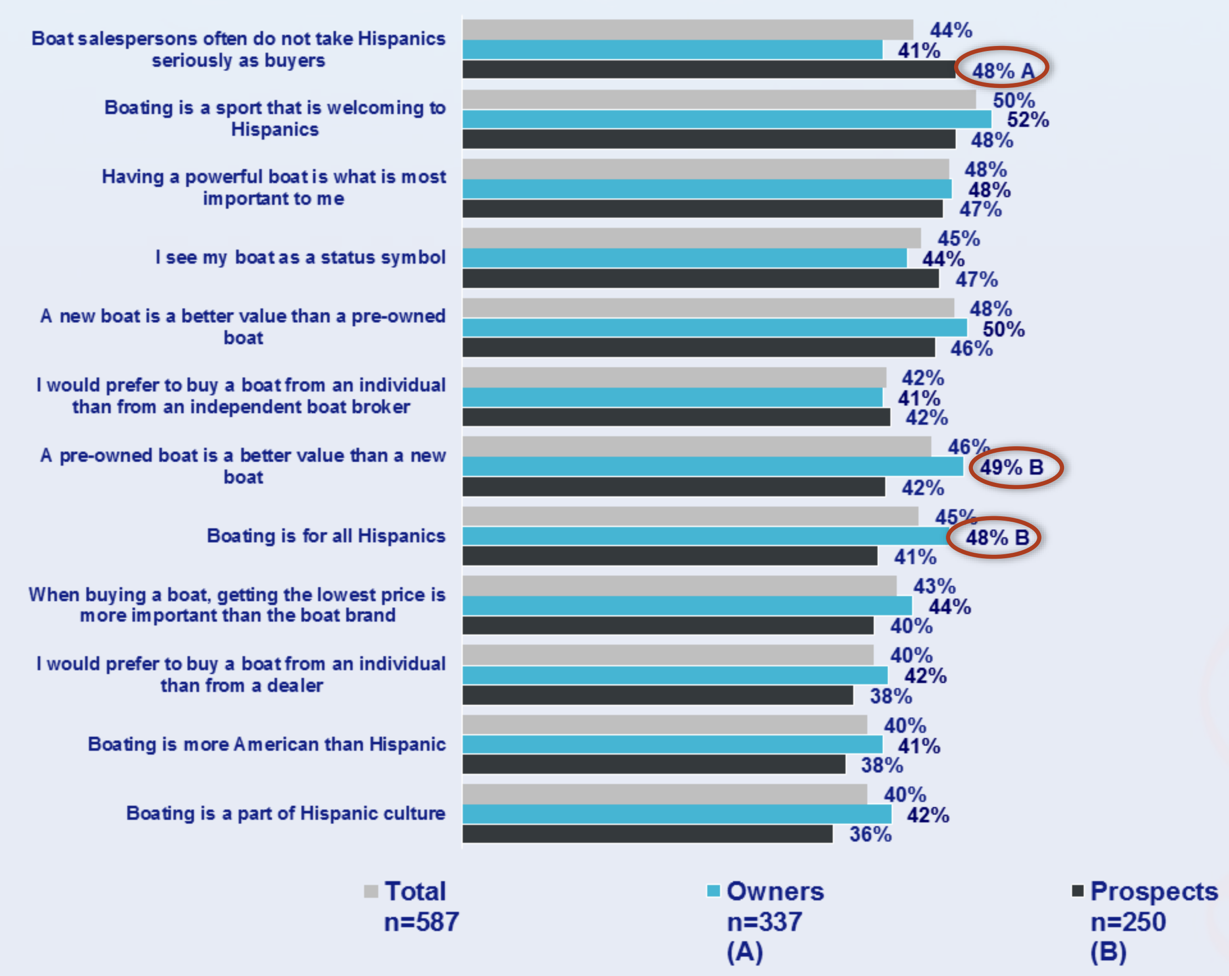
Detailed Findings

Boating Attitudes and Motivations

Boating Attitudes

- Hispanic owners and prospects alike appreciate boating for being outside and adventurous, experiencing nature and relaxing with the family
  - Prospects are more likely to feel that boat salespersons do not take Hispanic buyers seriously
  - Owners are more likely to appreciate the pre-owned boat and feel that boating is for all Hispanics

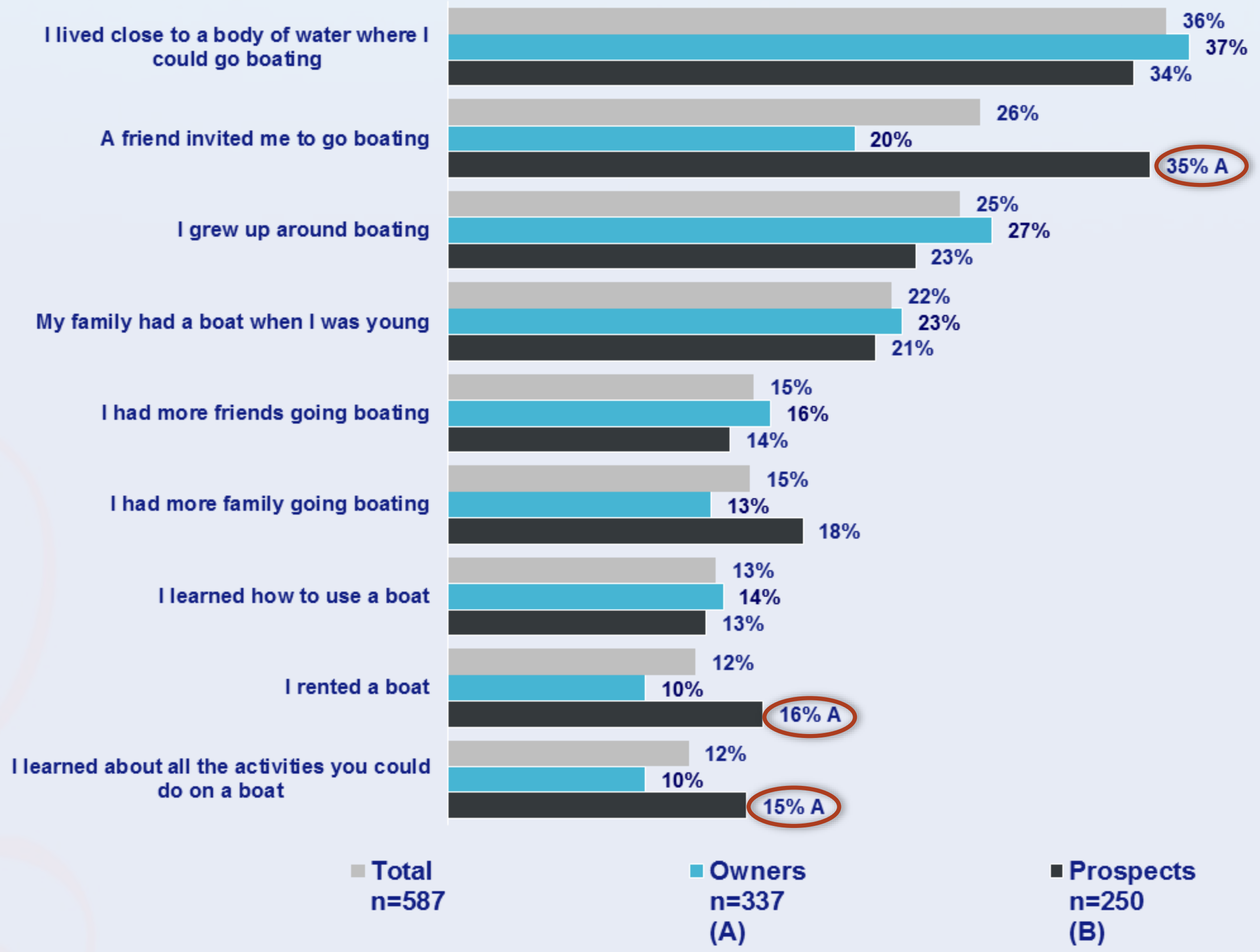


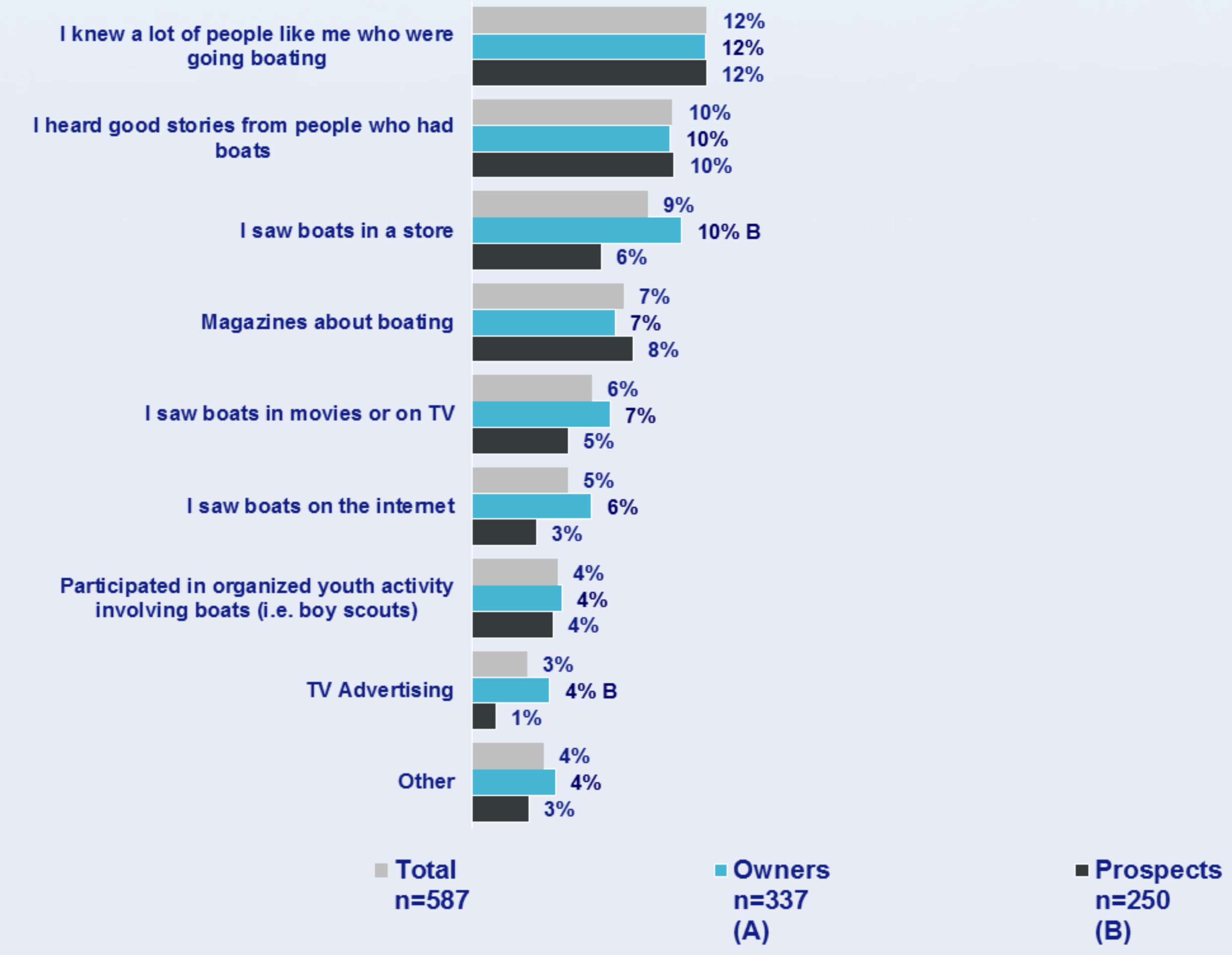


Source: Q1. Using the scale below, how much do you agree or disagree with the following statements? (Top 2-Box)
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

Initial Boating Motivations

- Familiarity/experience with boating generally breeds an interest in boating, whether by living near water, growing up around boating or having friends with boats
  - Prospects are significantly more likely to be influenced by a boating invitation, renting a boat or learning about all the activities you can do on a boat



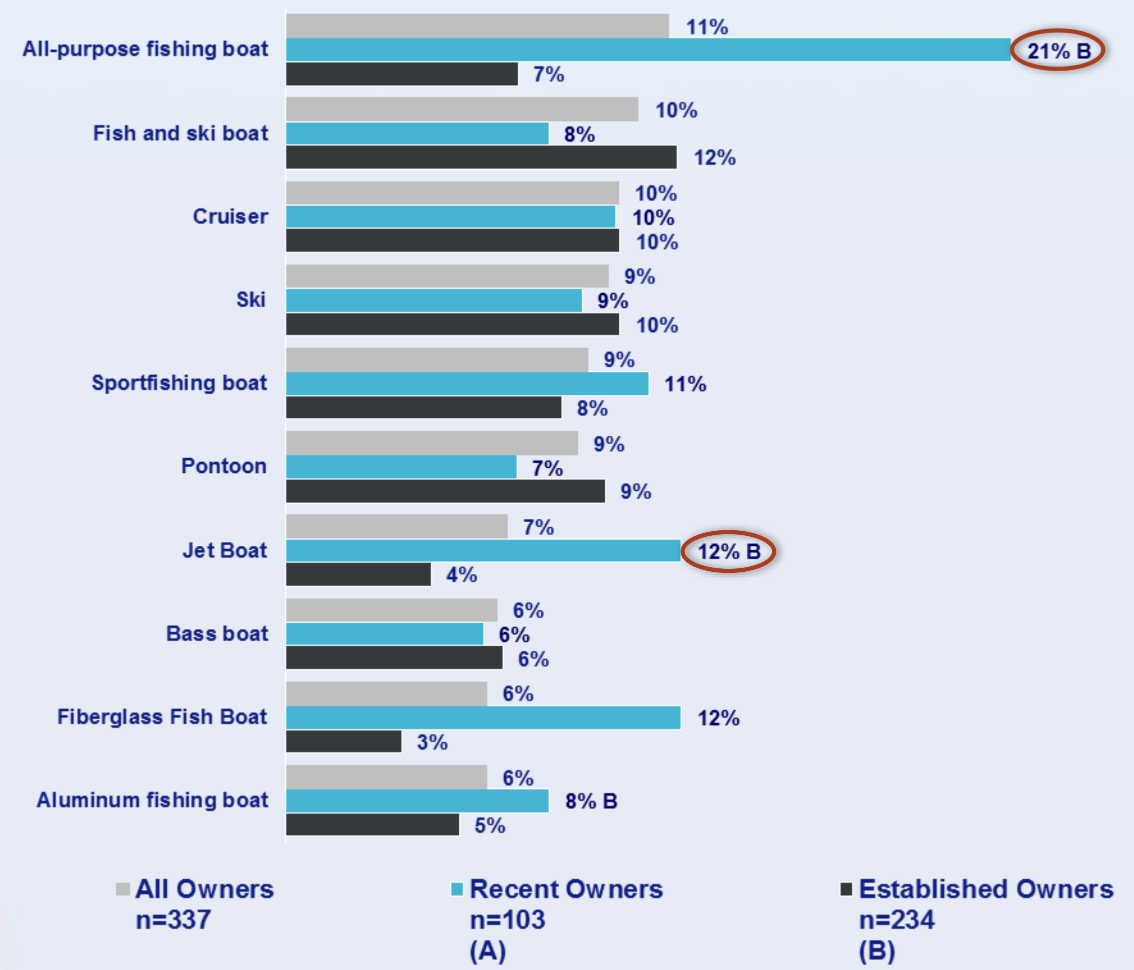


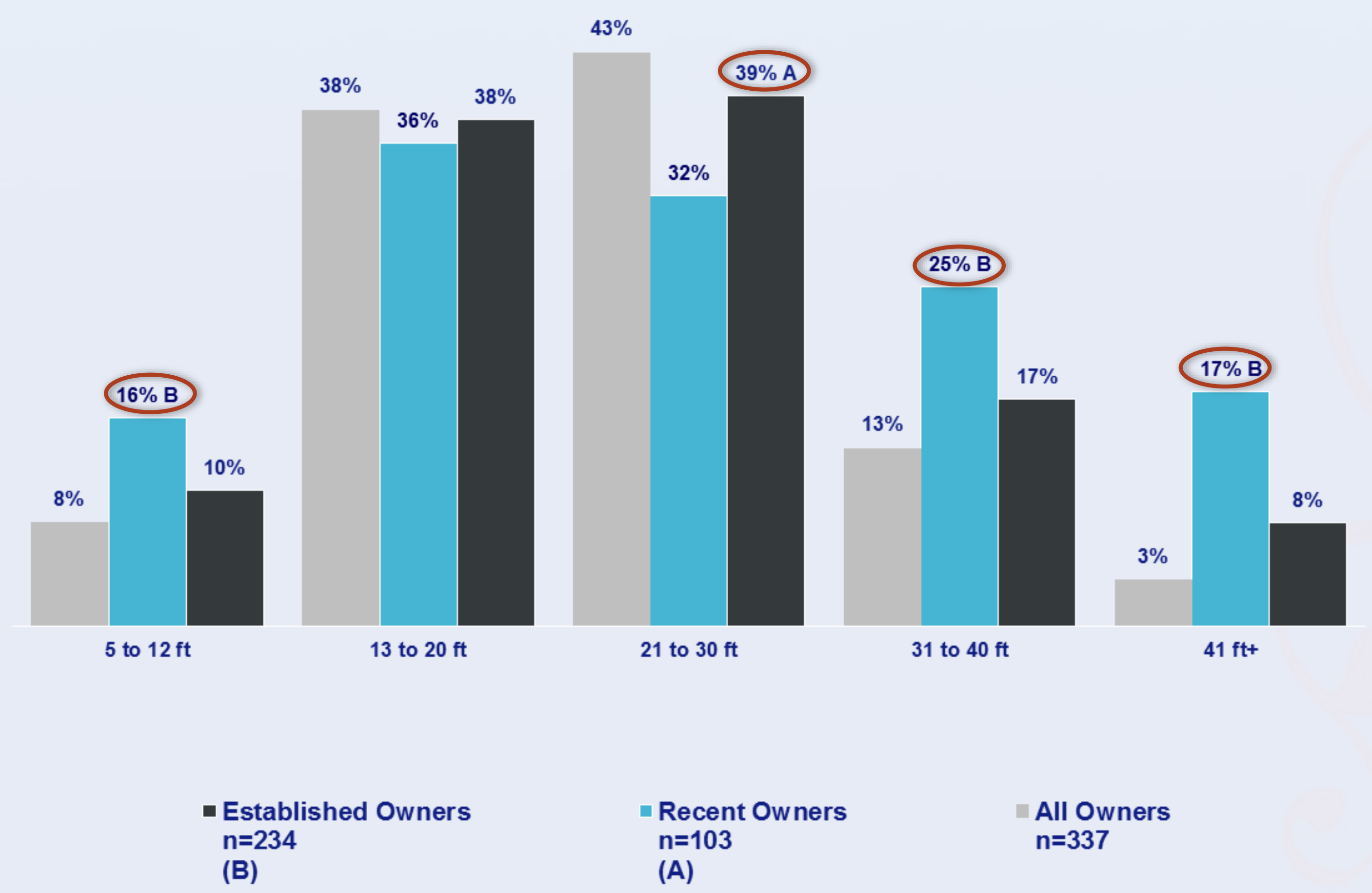
Source: Q2. Thinking back when you first realized you wanted a boat, what prompted you to start thinking about getting your own boat?; Q2a. Again, thinking back when you first realized you wanted a boat, which THREE do you consider the most important in what prompted you to start thinking about getting your own boat?
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

Owners

Boat Types and Lengths

- Boats specifically for fishing, watersports and general cruising are the most popular boats owned
  - Recent owners are more likely to own an all-purpose fishing boat or a jet boat
- The vast majority (81%) of boats owned are in the 13 to 30-foot range





Source: Q4. What kind of motorized boat(s) do you currently own?; Q5a. Of the motorized boat(s) you currently own, what is/are the length(s)?
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

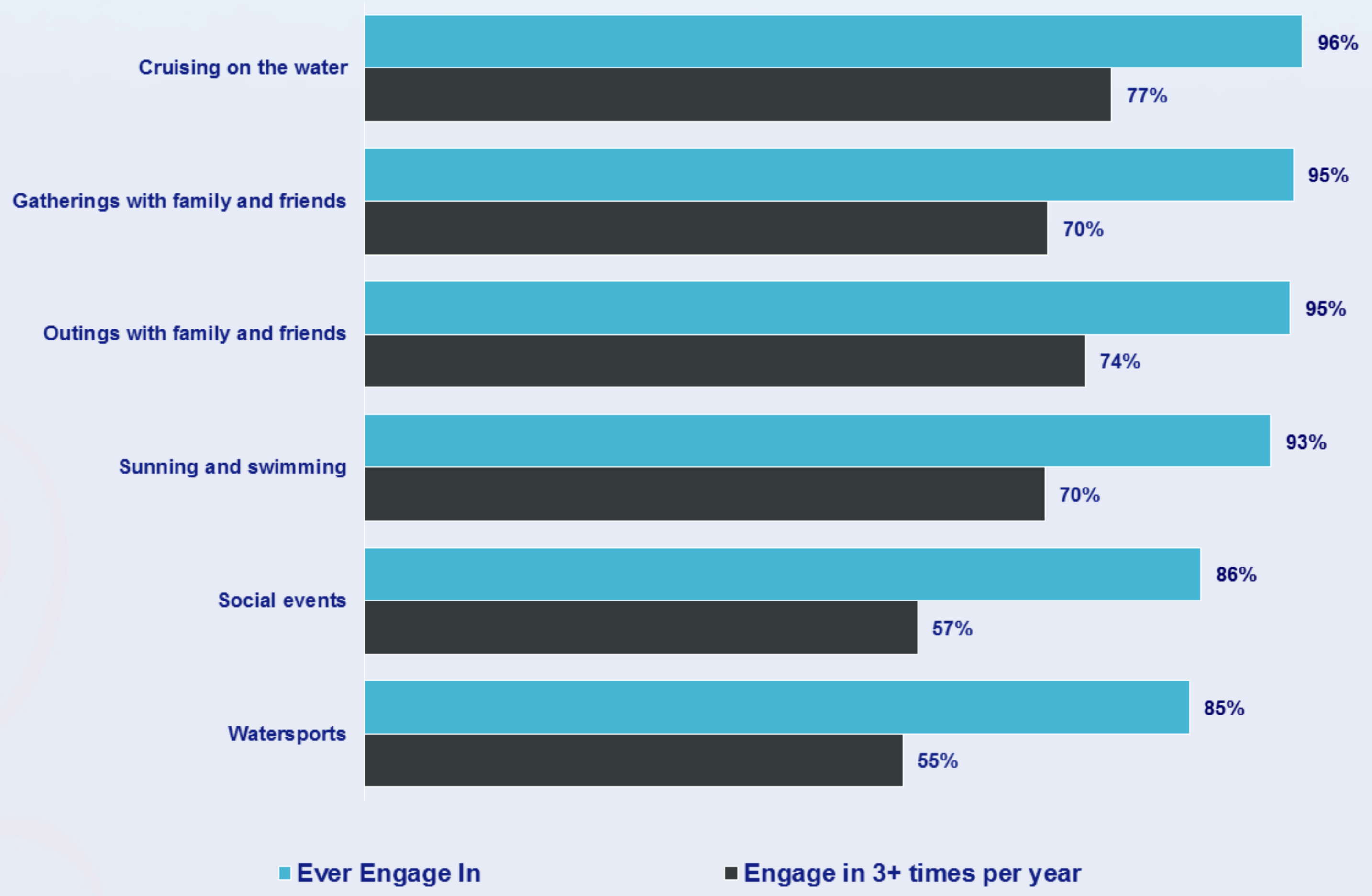
Boat Price

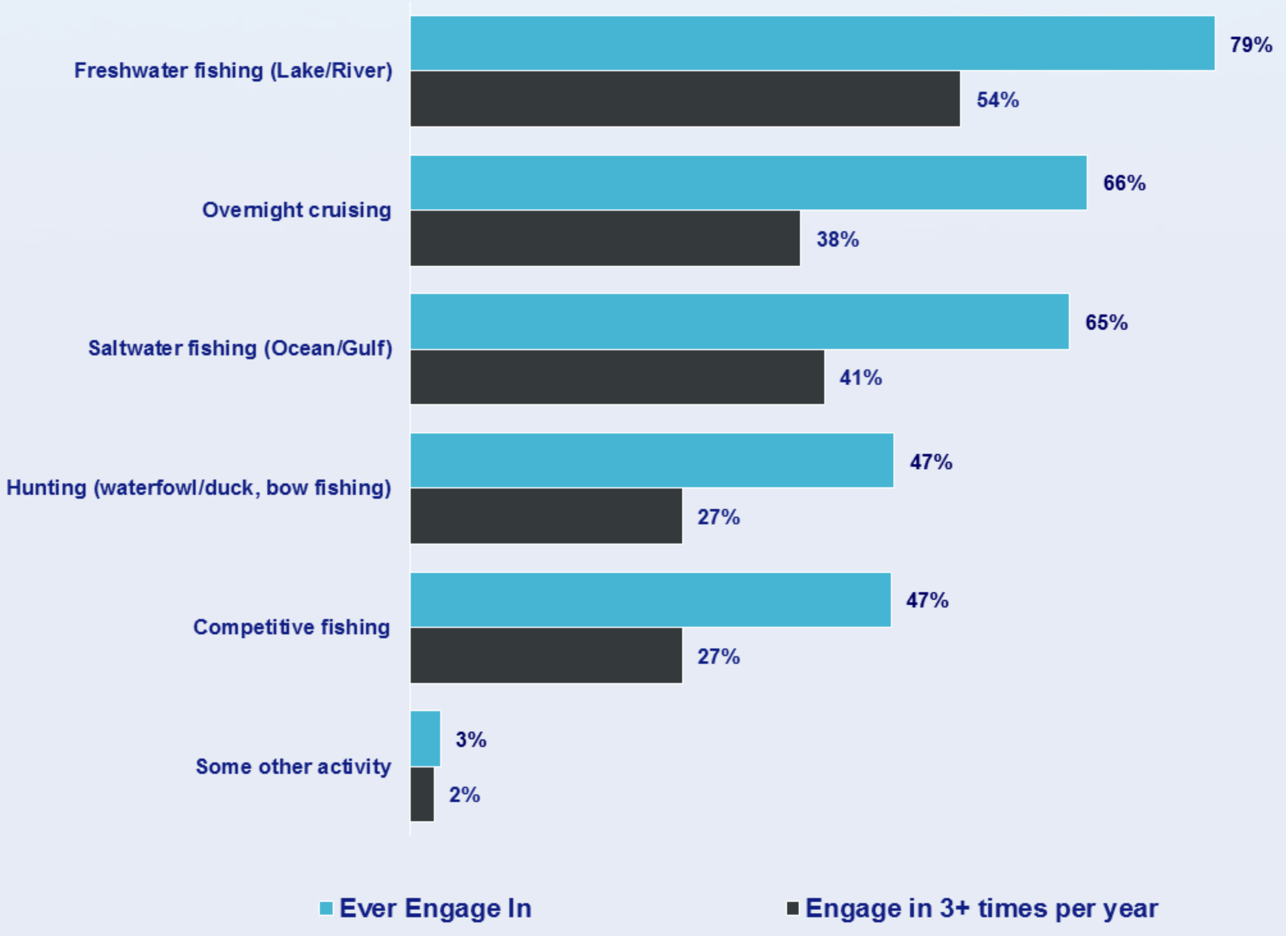
- The average price paid for a boat is approximately $40,000, but more recent owners are more likely to have paid significantly more for their boats
  - The higher boat prices may be due to rising boat prices or the higher average incomes of recent owners ($140K vs. $112K)

Source: Q32c. How much did you pay for the boat you currently have?
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

Boating Activities

- While watersports and fishing (freshwater and saltwater) are fairly common, the most common frequent activities are family outings and gatherings and cruising/swimming/sunning on the water





Source: Q6. How many times in the past two years did you engage in each of the following boating activities with your own boat?
Notes: Total owners (n=337)

Who Accompanies Boating

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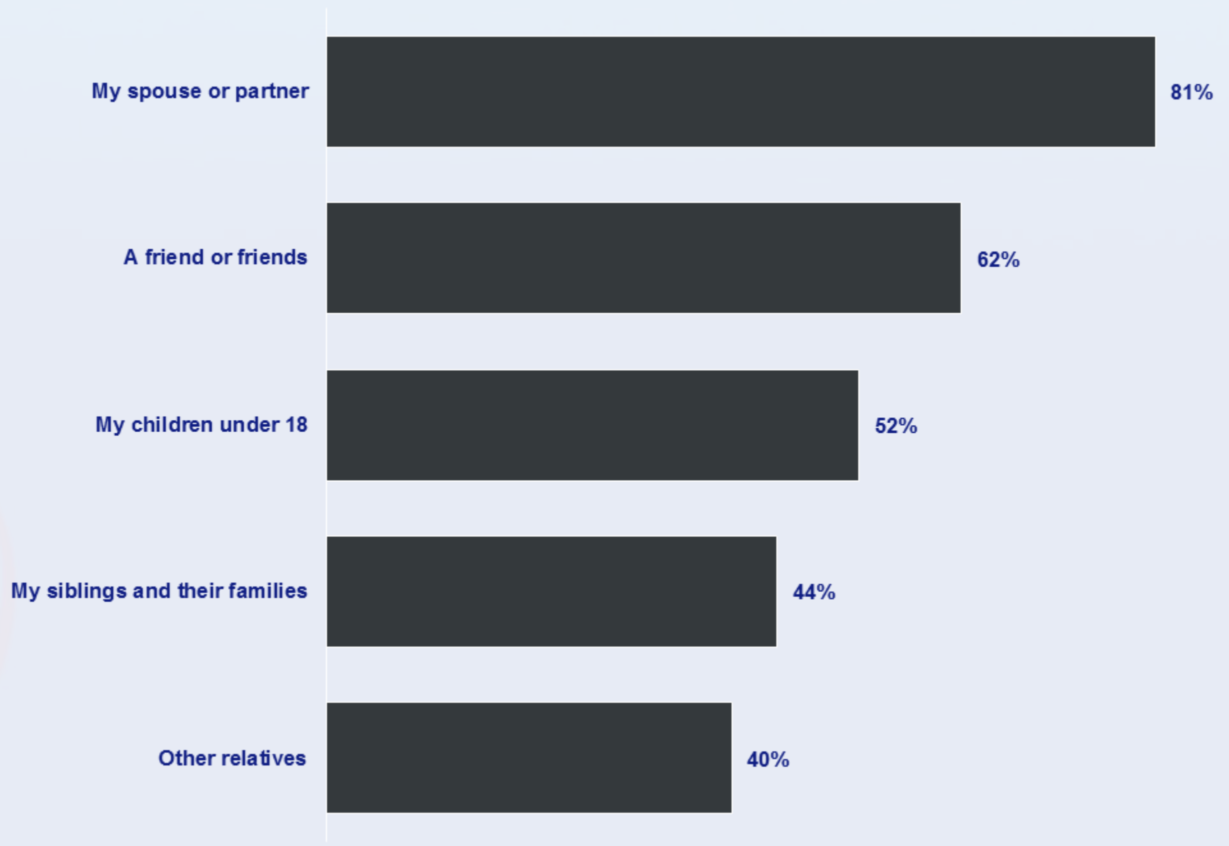
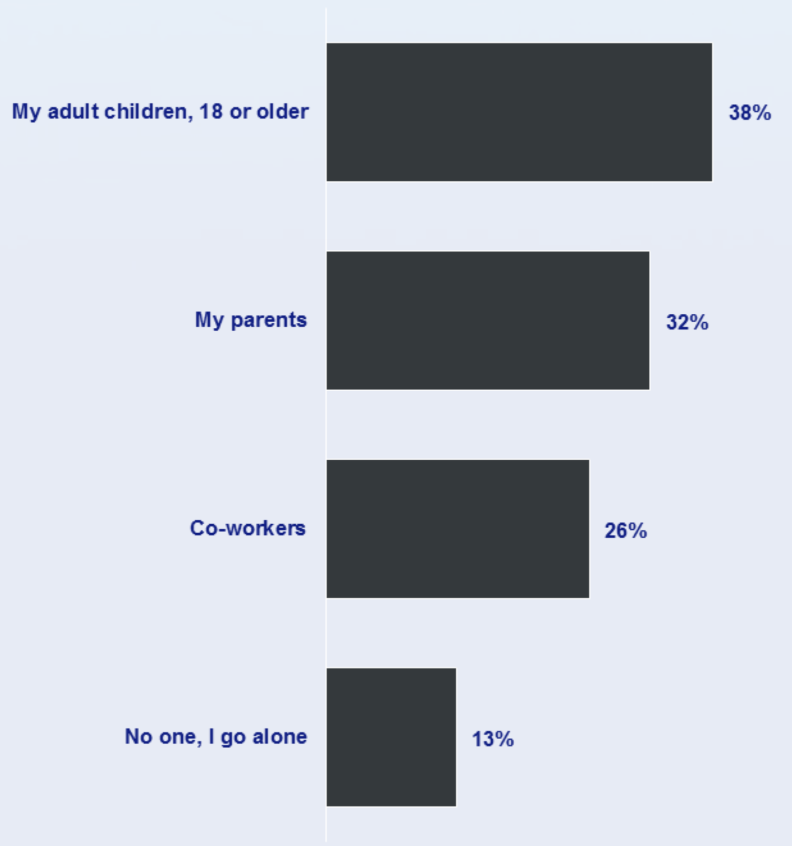
- Spouses and partners are the most common companions for most boating activities, followed by friends and other family members





Source: Q7. Who typically accompanies you on your boat when you engage in the following activities?
Notes: Total owners (n=337)

Who Accompanies For Which Activities

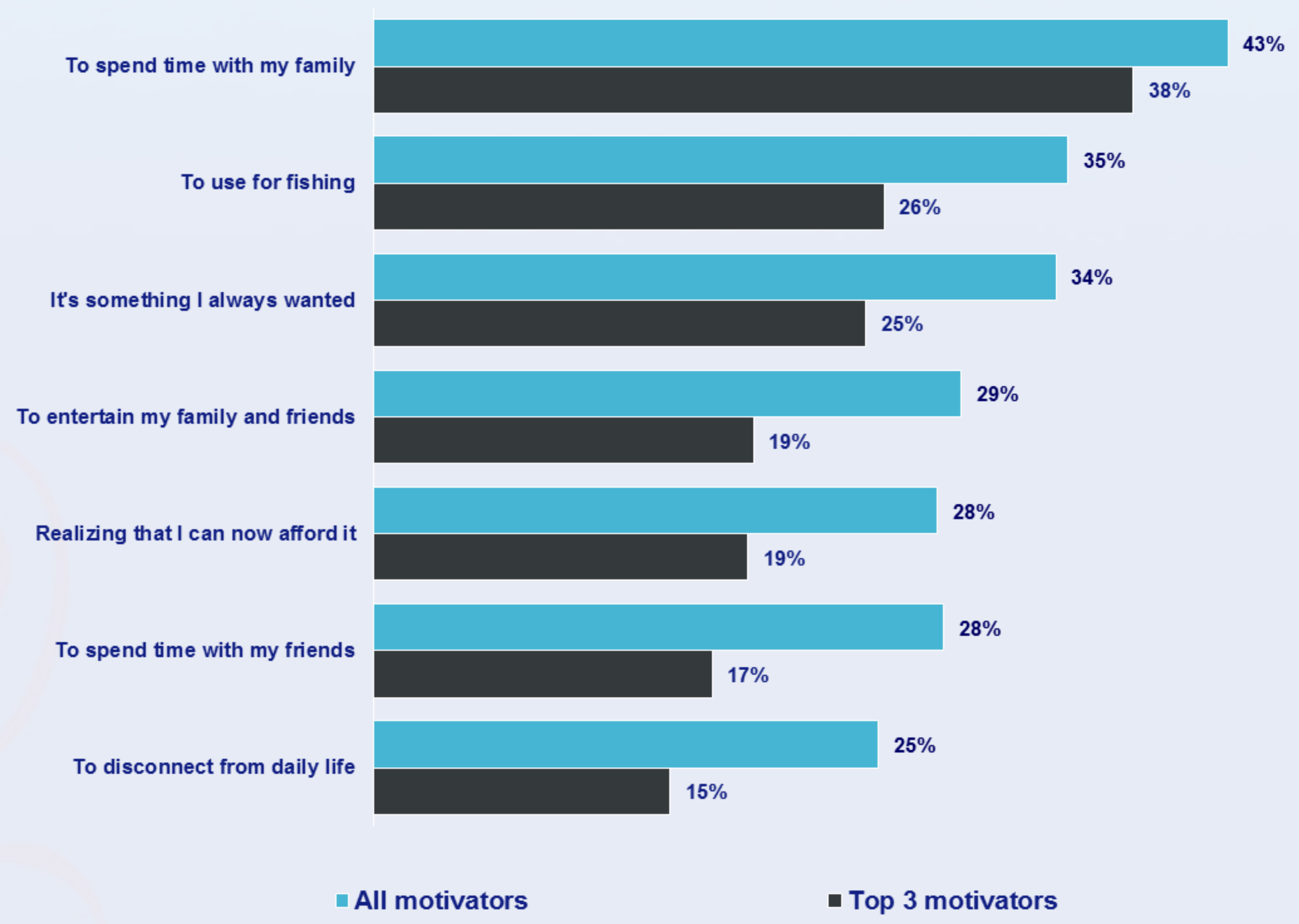
- Boat owners are more likely to be accompanied by their spouses and partners on an overnight trip and other members of their family or friends for social boating functions
  - Among activities engaged in alone or with co-workers, fishing is more common than cruising on the water, sunning, swimming and watersports

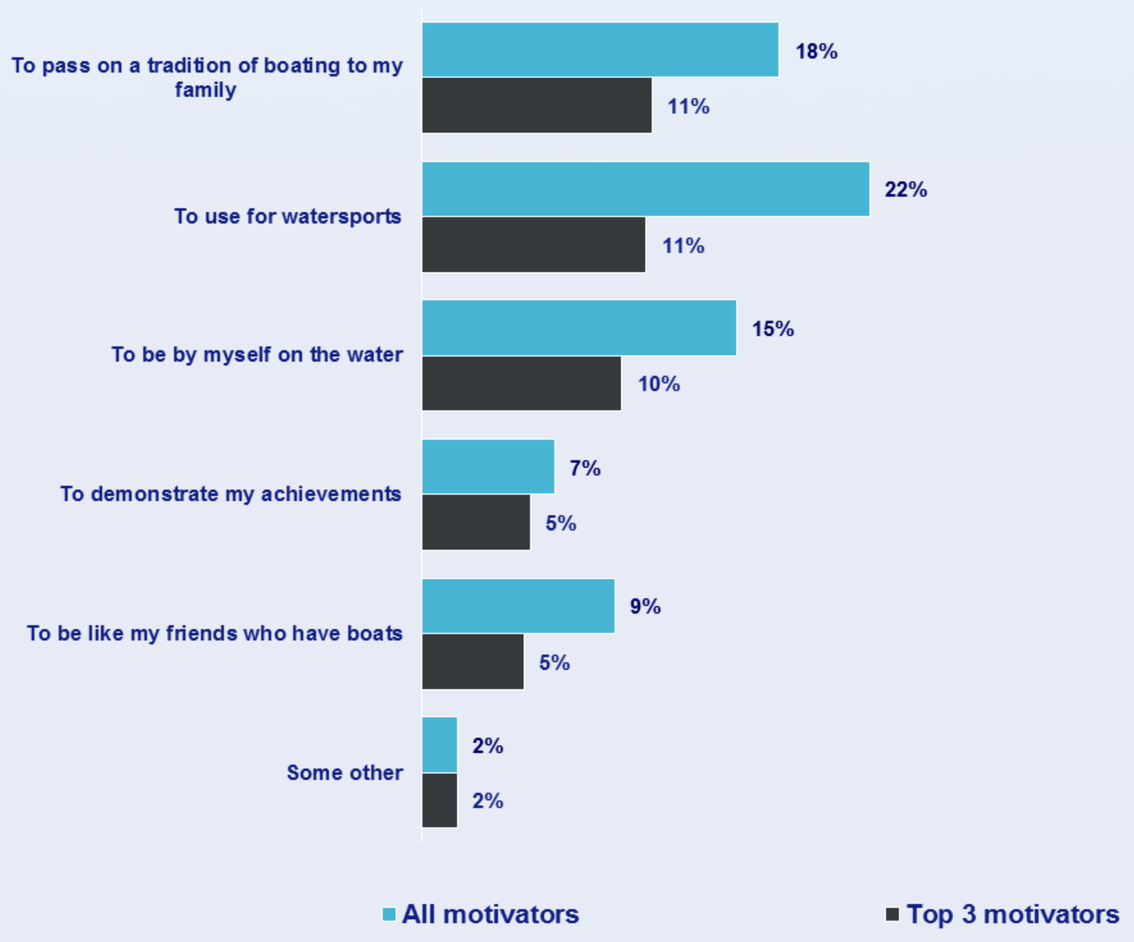
	My spouse or partner	A friend or friends	My children under 18	My siblings and their families	Other relatives	My adult children, 18 or older	My parents	Co-workers	No one, I go alone
Freshwater fishing (Lake/River)	43%	28%	25%	13%	13%	13%	7%	6%	4%+
Saltwater fishing (Ocean/Gulf)	31%	24%+	15%	7%-	10%	11%	5%	7%+	4%+
Competitive fishing	18%	15%	9%	7%	4%-	4%-	4%	8%+	4%+
Hunting (waterfowl/duck, bow fishing)	17%	14%	8%-	7%	5%	6%	3%	6%+	4%+
Cruising on the water	66%	34%	31%	18%	14%	20%	9%	7%-	3%-
Sunning and swimming	62%	30%	33%	20%	16%	21%	10%	8%	2%-
Watersports	53%	31%	31%	19%	14%	19%	8%	7%	2%-
Overnight cruising	40%+	15%-	14%	8%-	9%	9%	7%	4%	4%+
Gatherings with family and friends	64%	40%	40%	26%	20%	22%	16%+	7%-	2%-
Outings with family and friends	65%	36%	36%	22%	18%	24%	13%	7%-	1%-
Social events	54%	38%	26%	19%	14%	17%	10%	9%	2%-

Source: Q7. Who typically accompanies you on your boat when you engage in the following activities?
Notes: Total owners (n=337); "+" indicates an index of 120 or greater; "-" indicates an index of 80 or less

Boat Buying Aha Catalyst

- Spending time with family is the single largest motivator for deciding to buy a boat, followed by a desire to use it for fishing
  - Many were also motivated by realizing that they could now afford something that they always wanted





Source: Q9. What motivated you to finally decide to buy a boat?; Q9a. Thinking back to what motivated you to decide to buy a boat, which THREE would you say were the most important?
Notes: Total owners (n=337)

Boat Buying Obstacles

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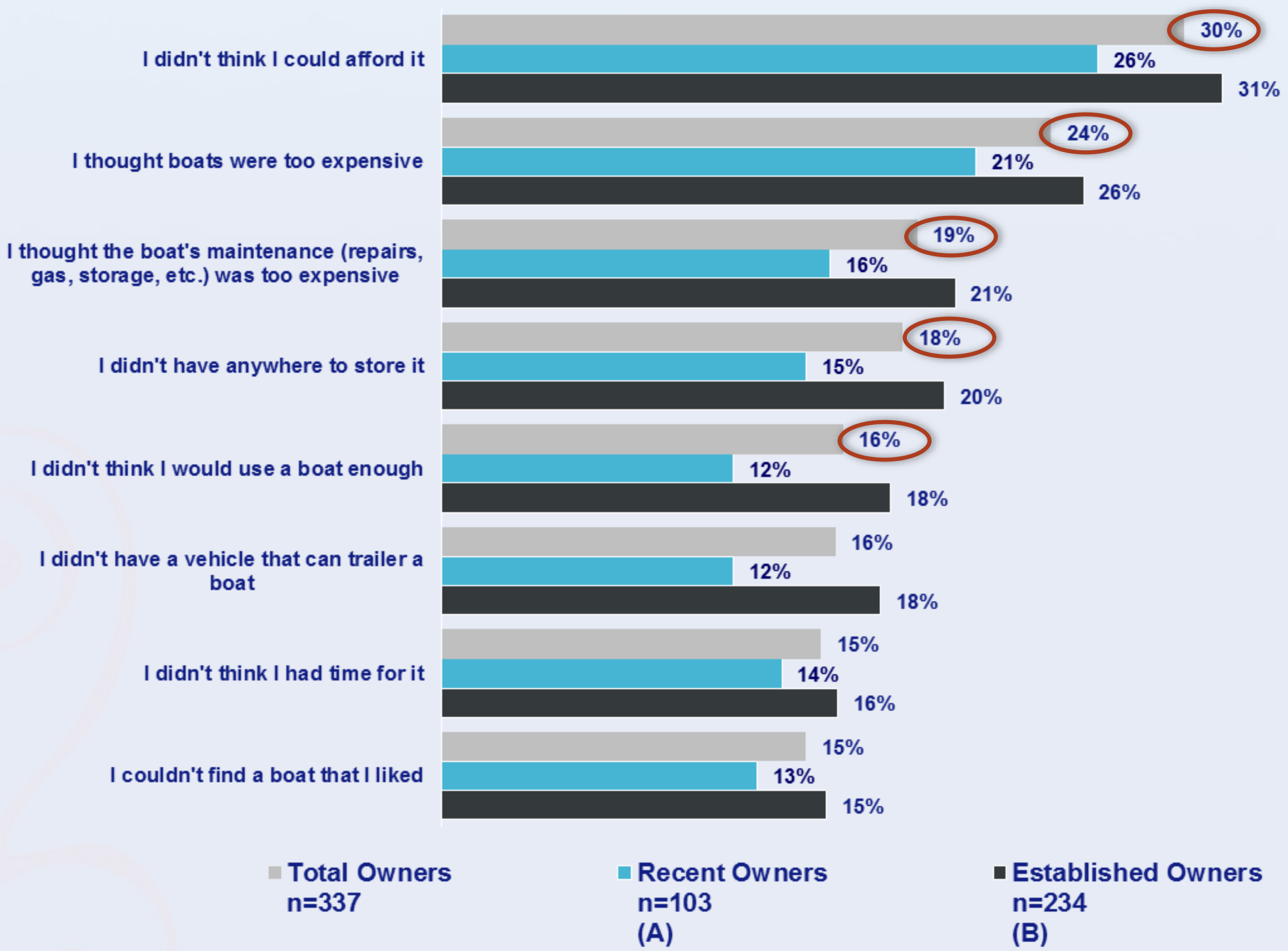
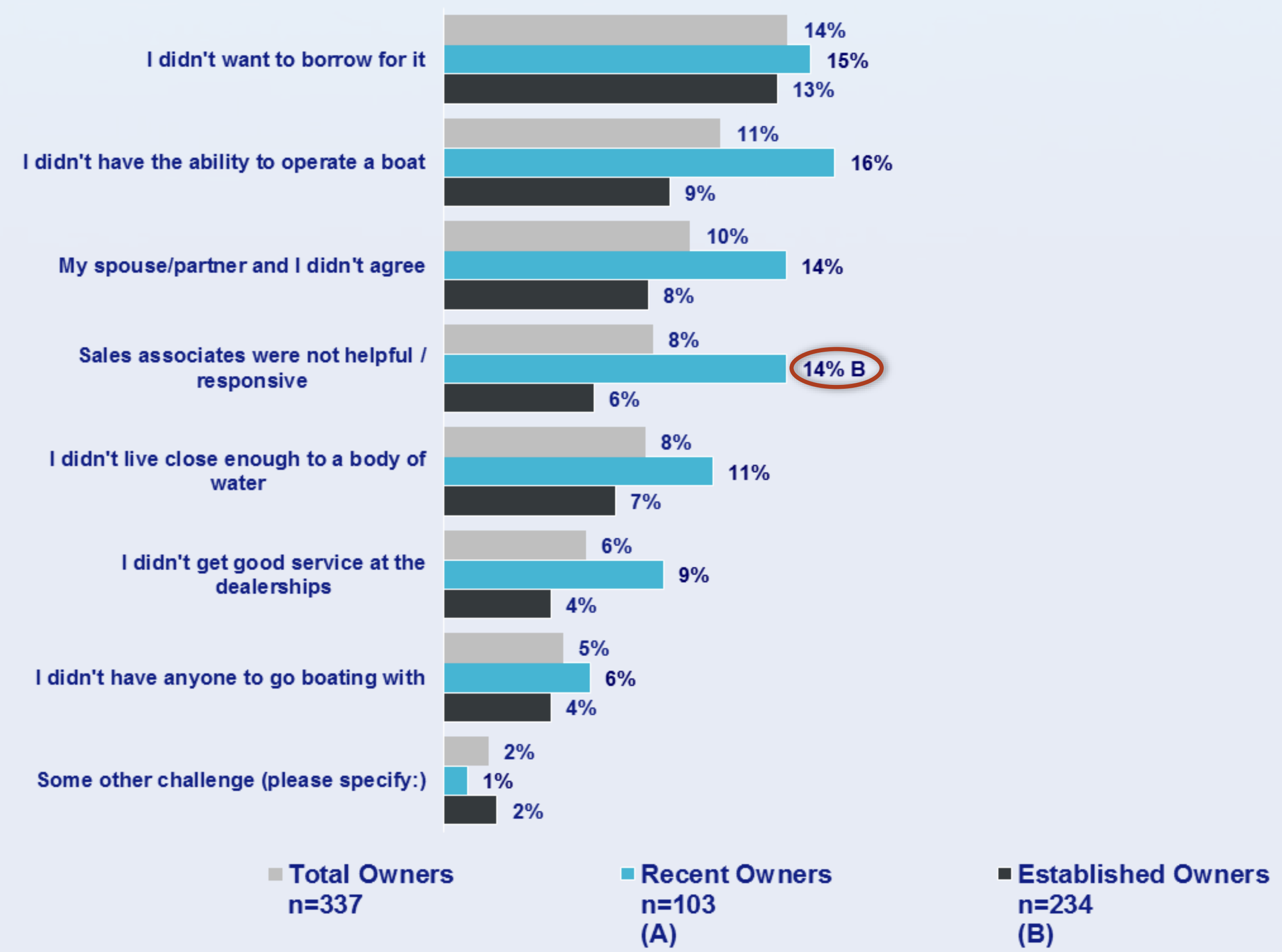
- The expenses of buying and owning a boat are the greatest obstacles to boat buying
  - Having a place to store a boat and a way to tow it are significant secondary challenges
  - Many would-be buyers also wondered whether they would use the boat enough to warrant the expense
  - Some, especially recent buyers, did mention sales associates not being helpful or responsive





Source: Q10. When thinking back about buying your first boat, what were the biggest challenges to buying a boat?
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

Involvement in Boat Buying

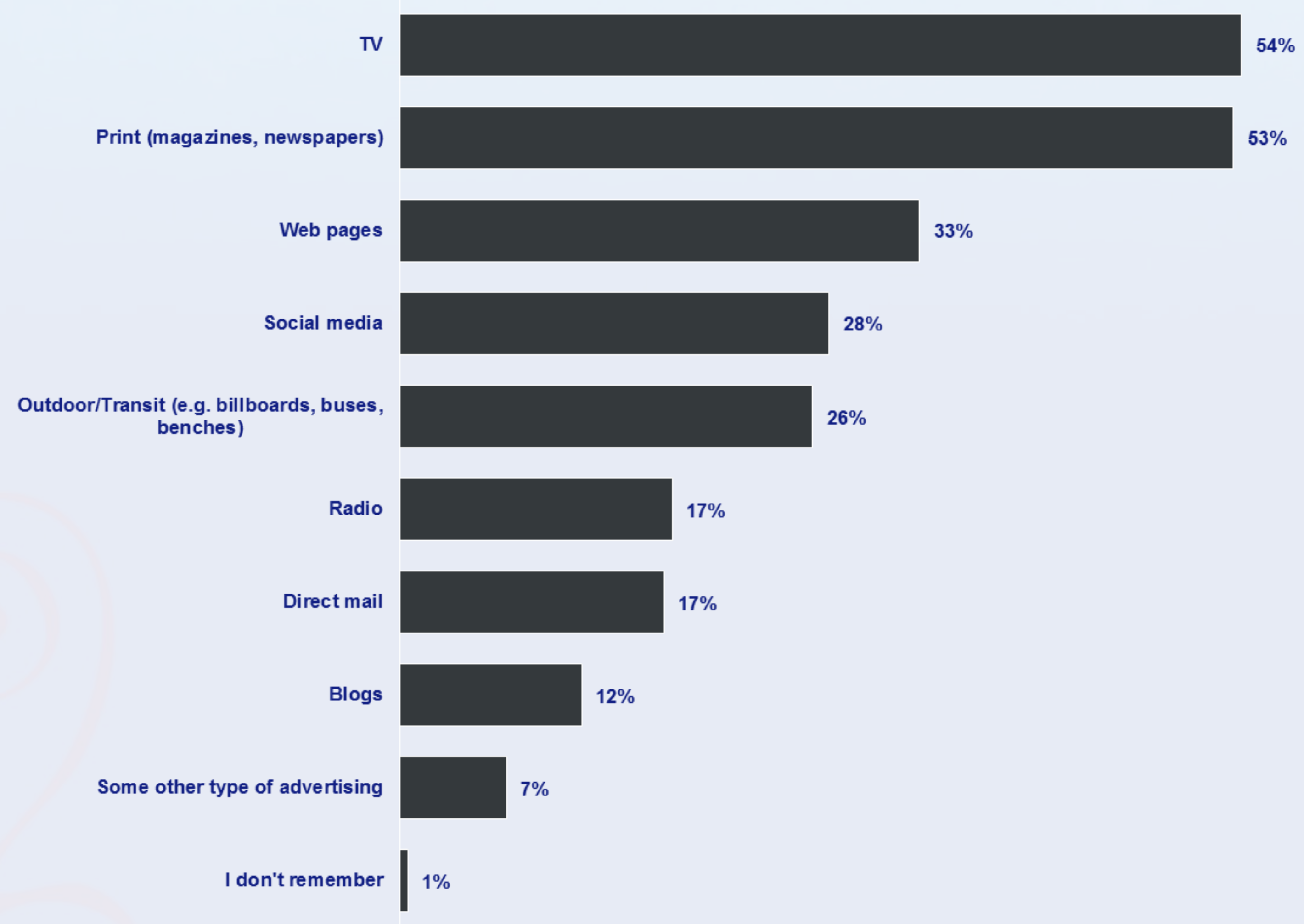
- Aside from spouses and partners, recent owners are more likely to have involvement by an extended network of family and friends in the purchase process than established owners

Source: Q12. Thinking back to when you researched the possibility of getting your own boat, how much were each of the following involved in your research process? (Top 2-Box)
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

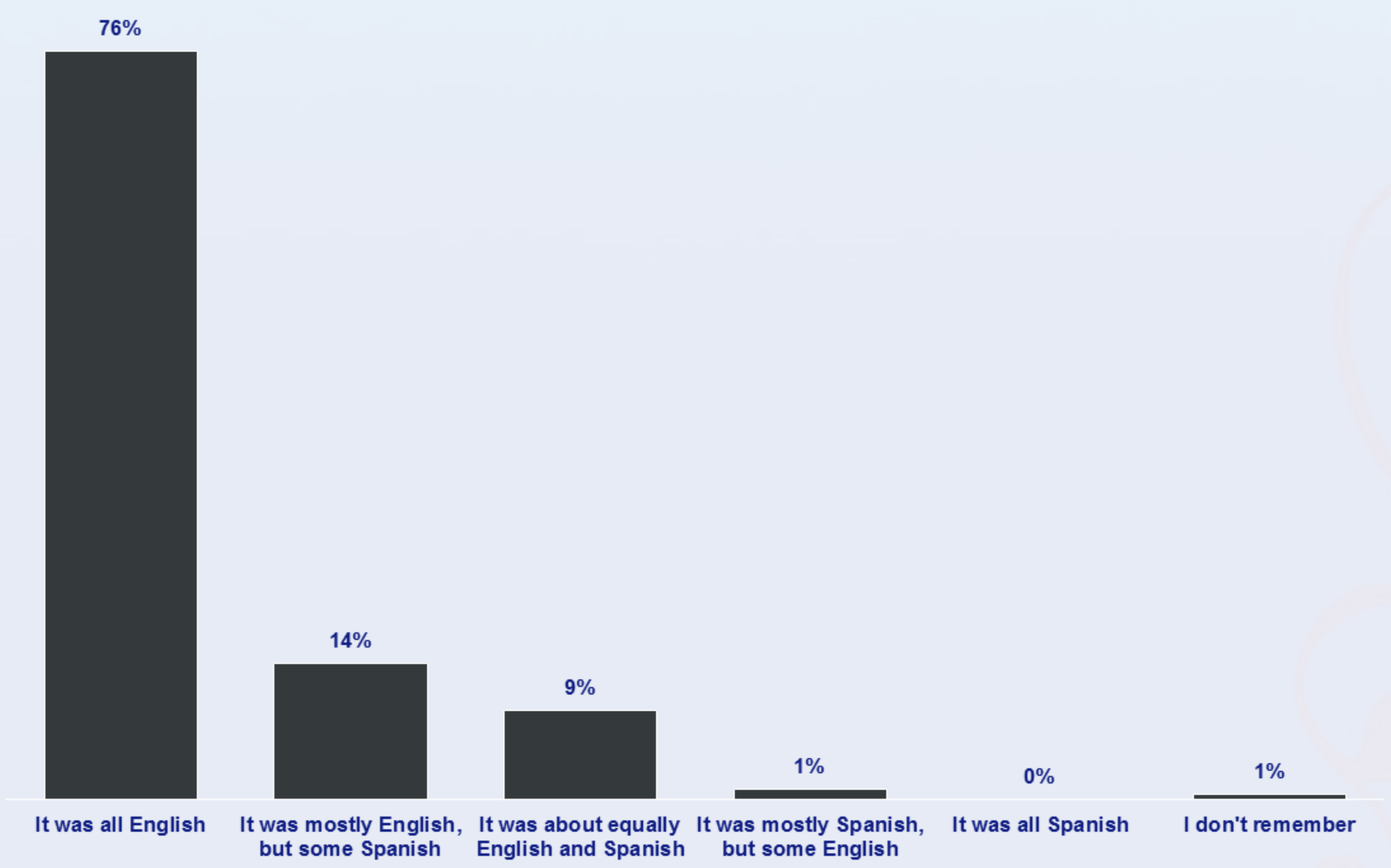
Boat/Boating Advertising

- Over half (56%) recall some sort of advertising, with English TV and/or print being by far the most common

Type of Advertising Recalled



Language of Advertising Recalled



Source: Q13. Have you seen or heard any advertising for boats, boating or the boating industry? This could be TV, radio, newspapers, magazines, internet, outdoor, etc.; Q14. Which of the following types of advertising have you seen for boats, boating or the boating industry?; Q15. How much of that advertising was in English or Spanish?
Notes: Total owners recalling advertising (n=189)

Boat Shopping/Purchase Process

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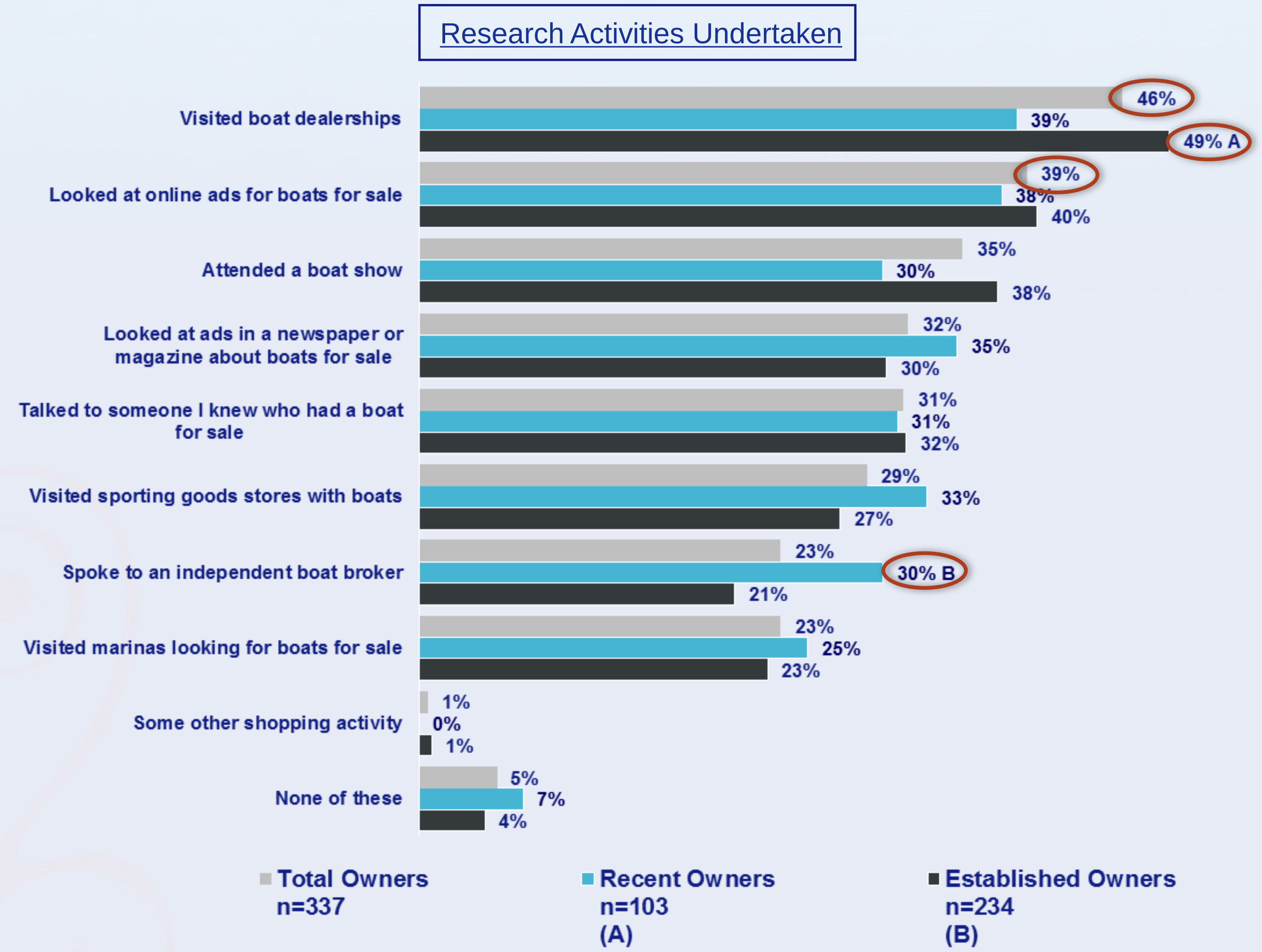
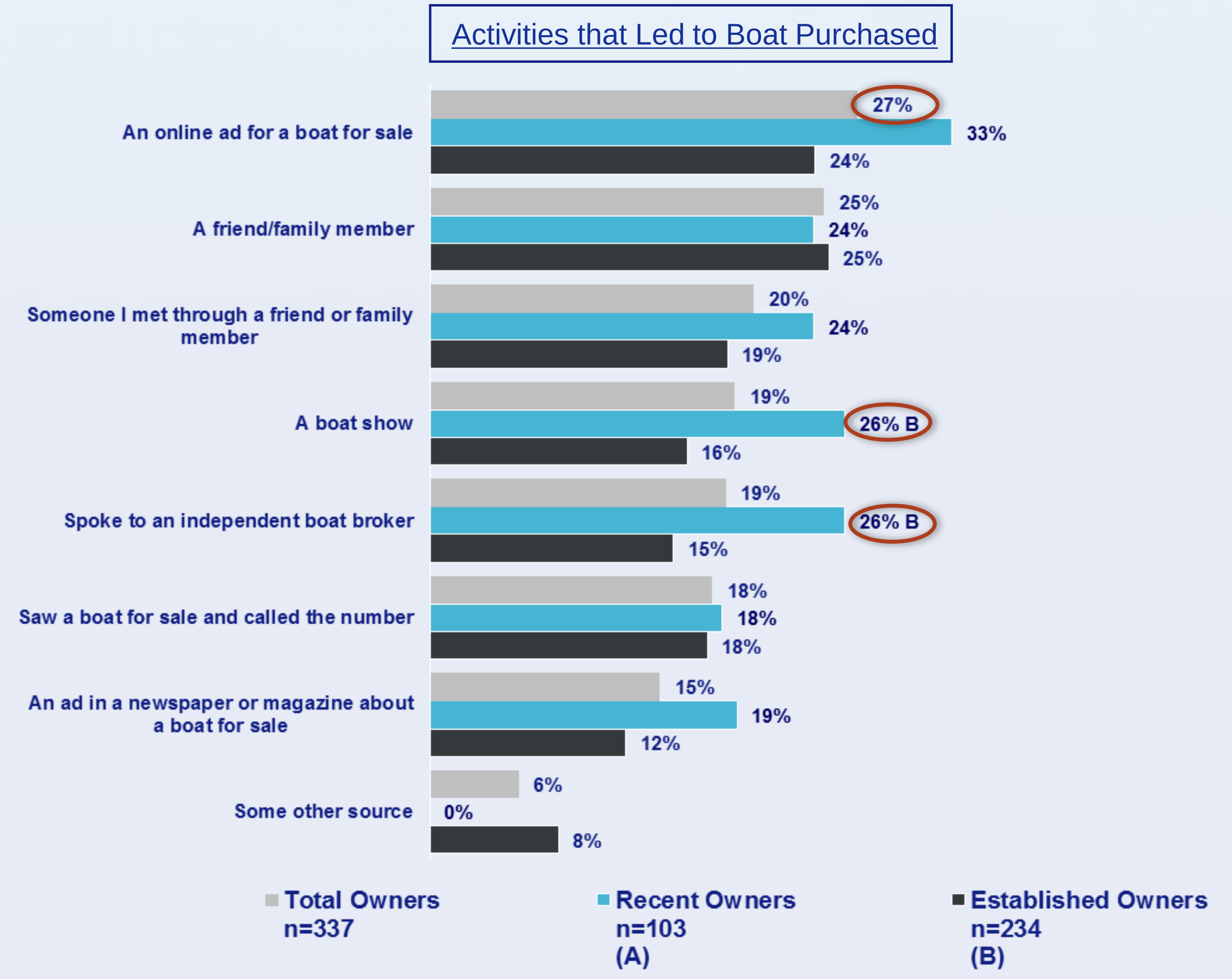
- Visiting boat dealerships is the most common shopping/purchase activity among buyers, specifically established owners
  - Looking at ads (online or print) and attending boat shows follow fairly closely behind





Source: Q16. When you finally decided to shop for the boat you have now, which of the following activities did you undertake?; Q18. Thinking back to when you actually bought the boat you currently have, which of the following actually led you to the person or place where you actually purchased the boat?
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

Top Triggers for Purchase Decision

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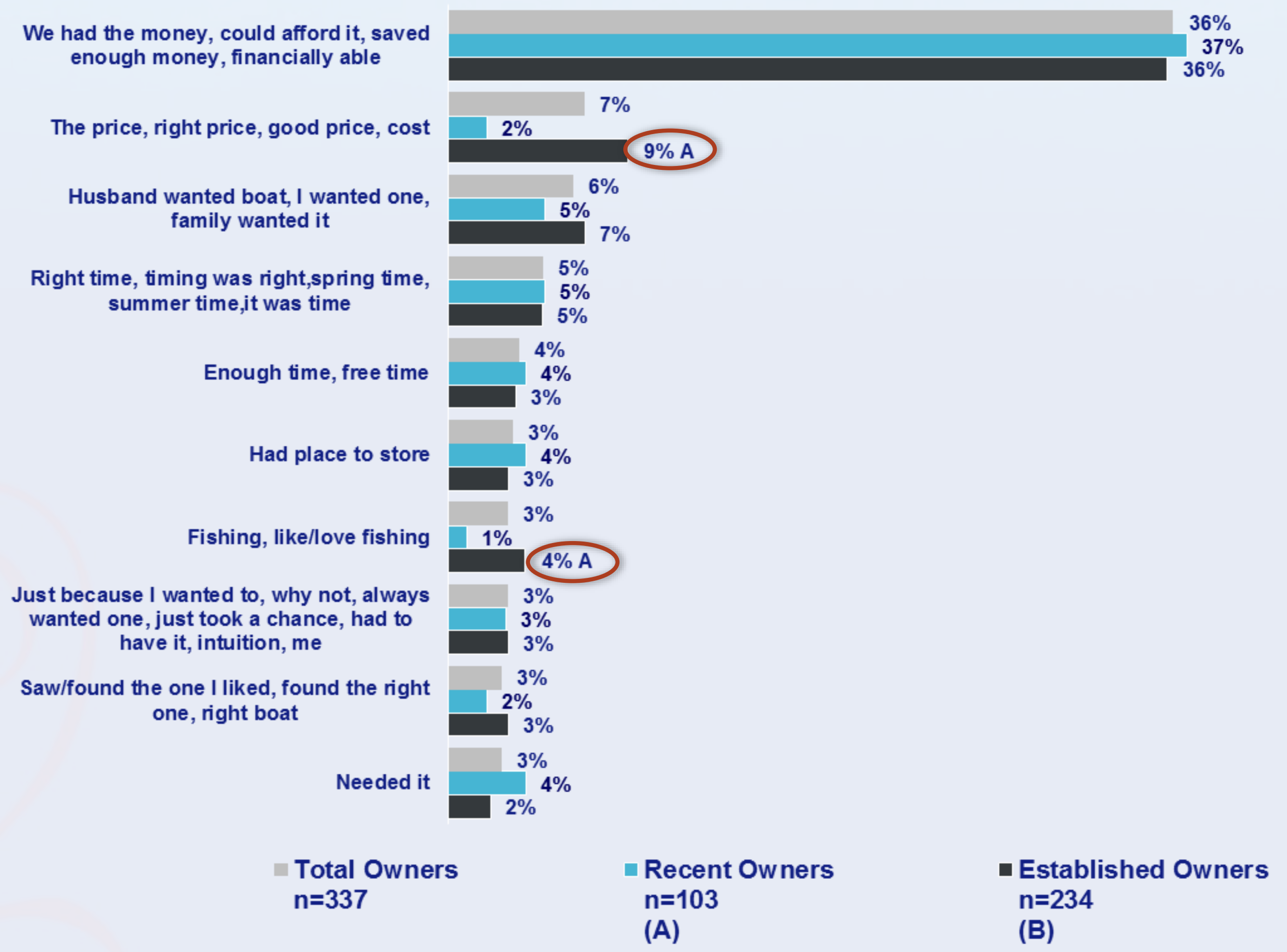
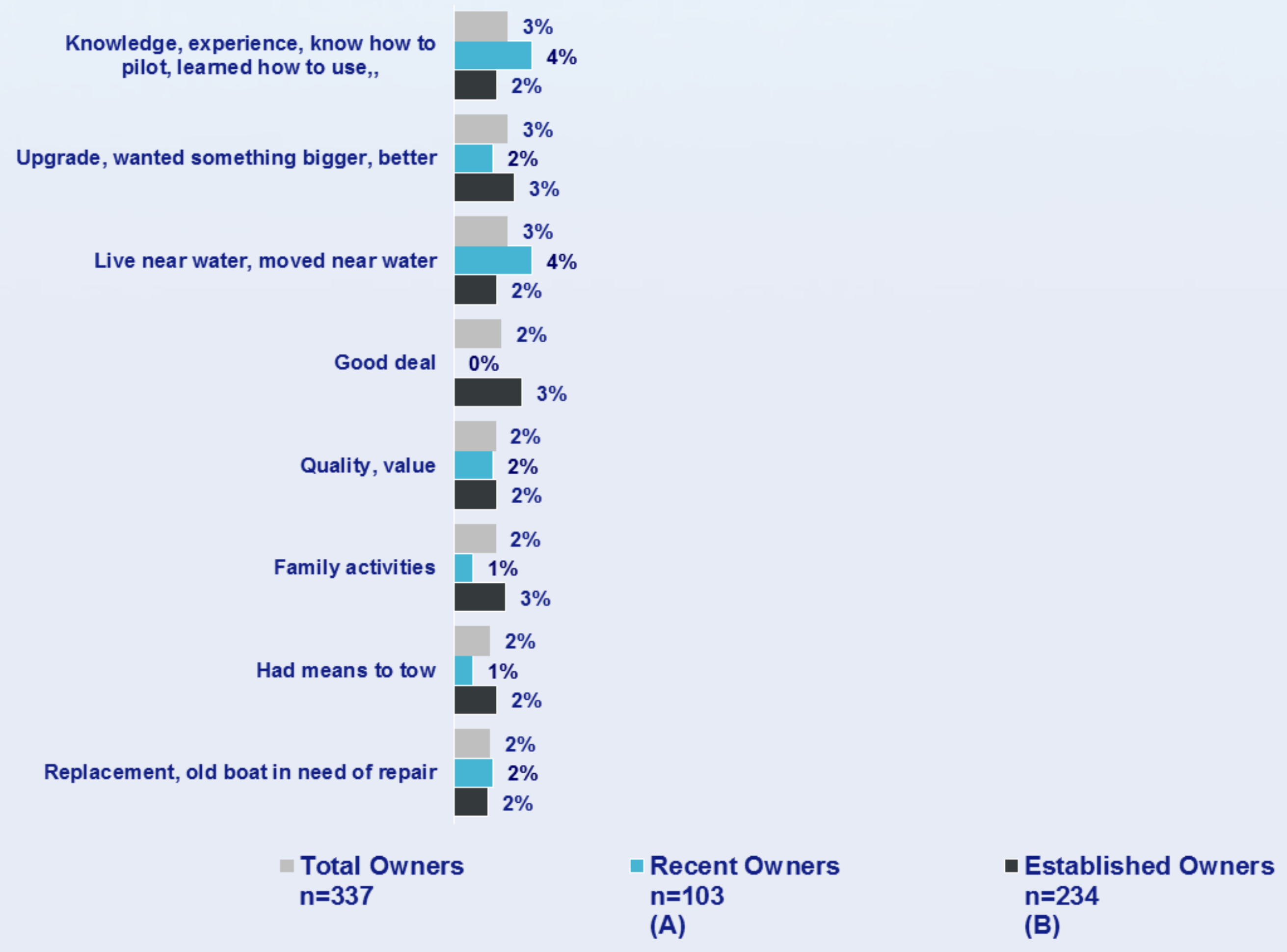
- Affordability is by far the number one mentioned trigger for the purchase decision
  - Although of lesser importance, established owners were also more likely to mention boat price and the ability to use the boat for fishing

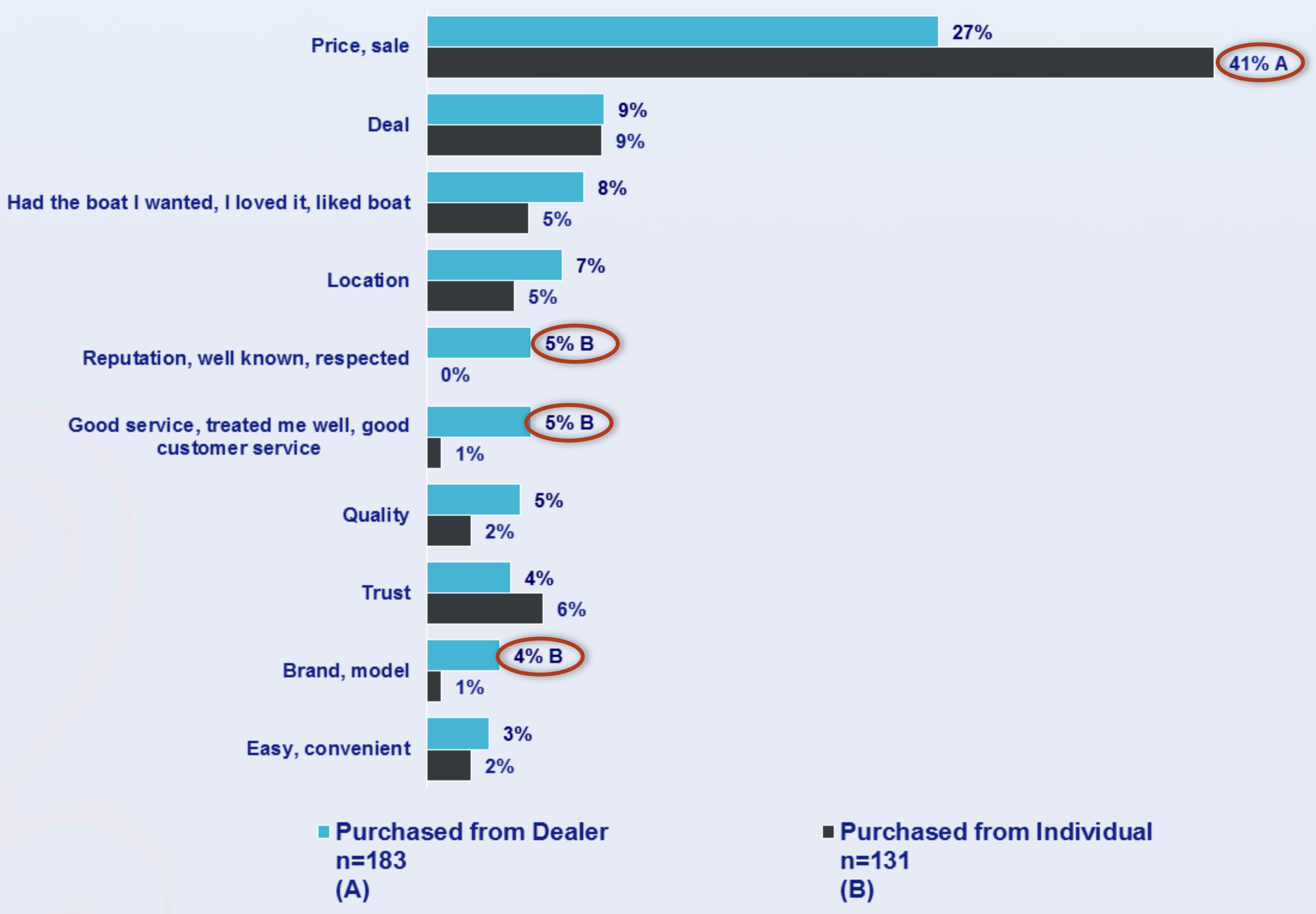


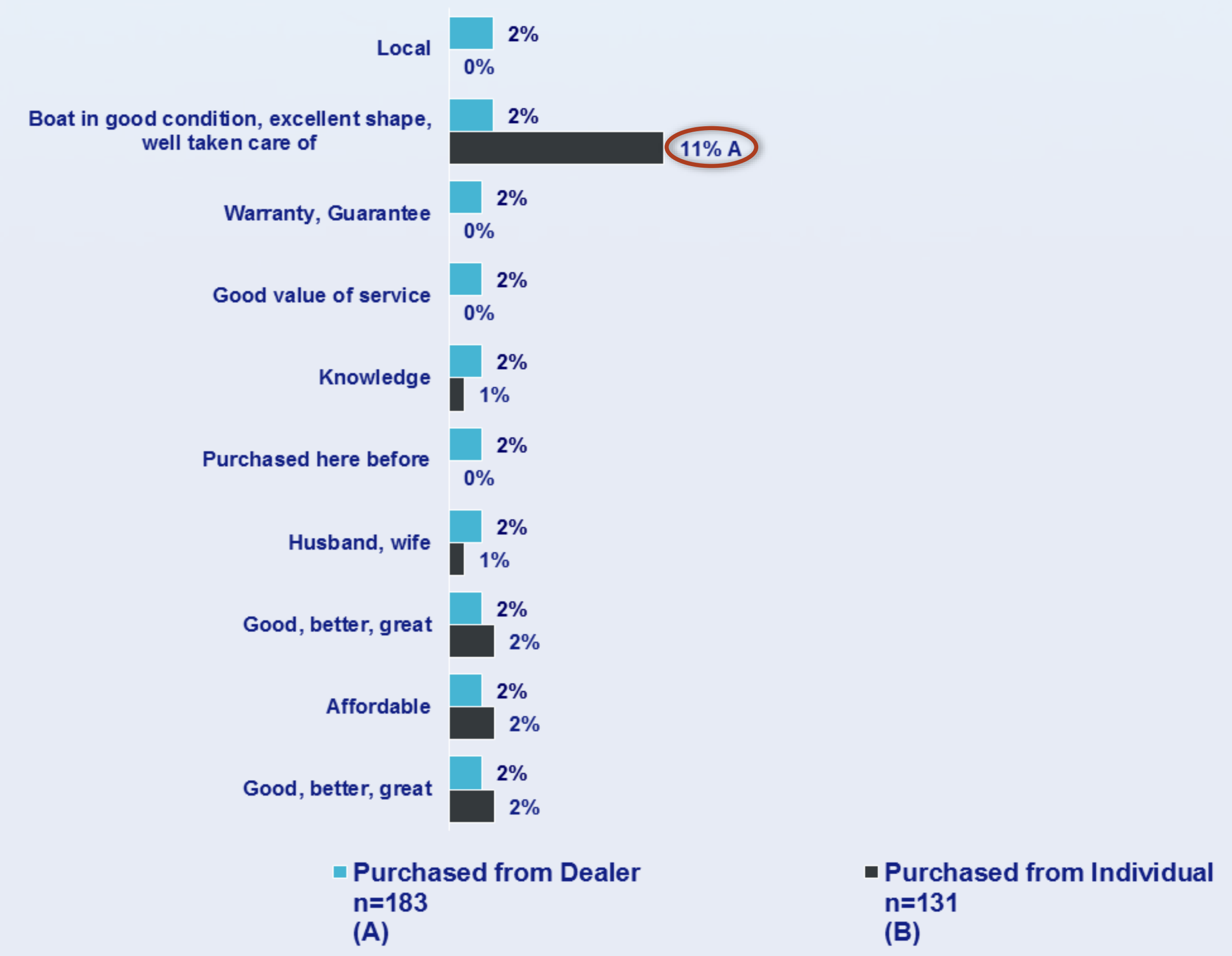


Source: Q19. What made you think you were ready to purchase a boat?
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

Why Purchased Where

- Pricing and deals drive sales from both individuals and dealerships
  - Sales from individuals are more closely associated with a good price on a boat in good condition
  - Sales from dealerships are more closely associated with reputation, brand and good service

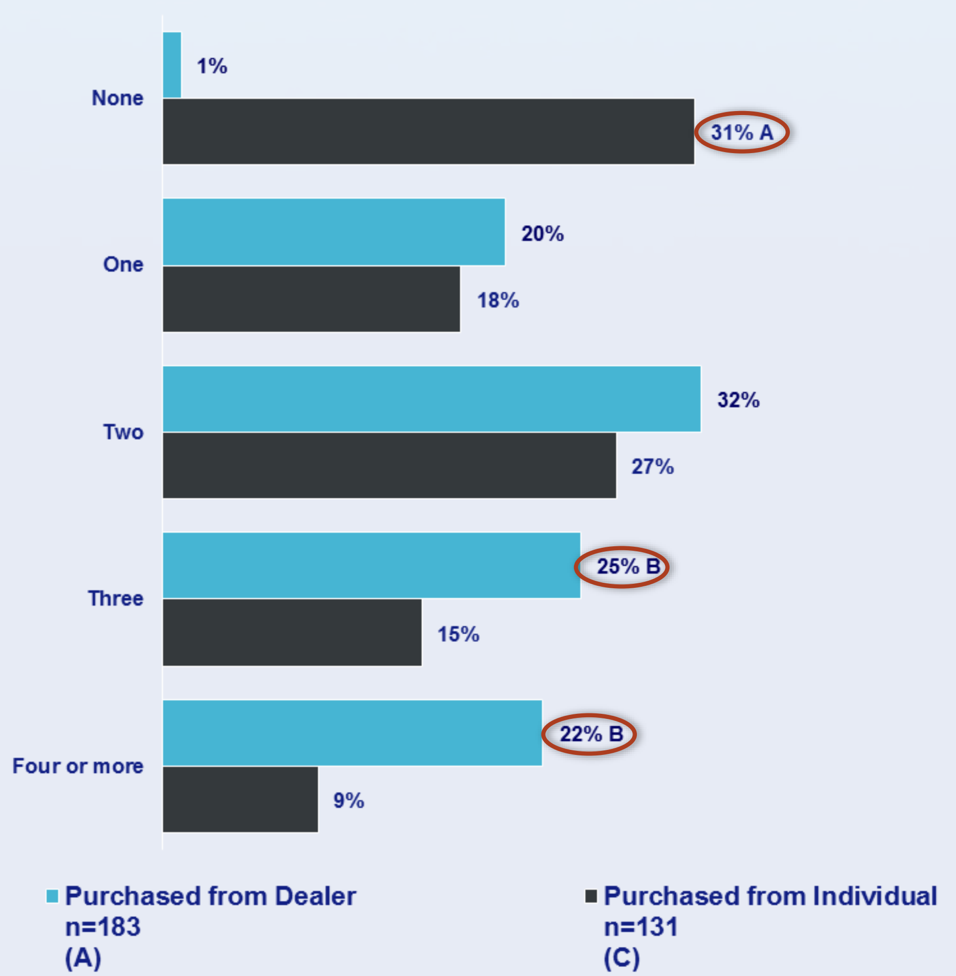


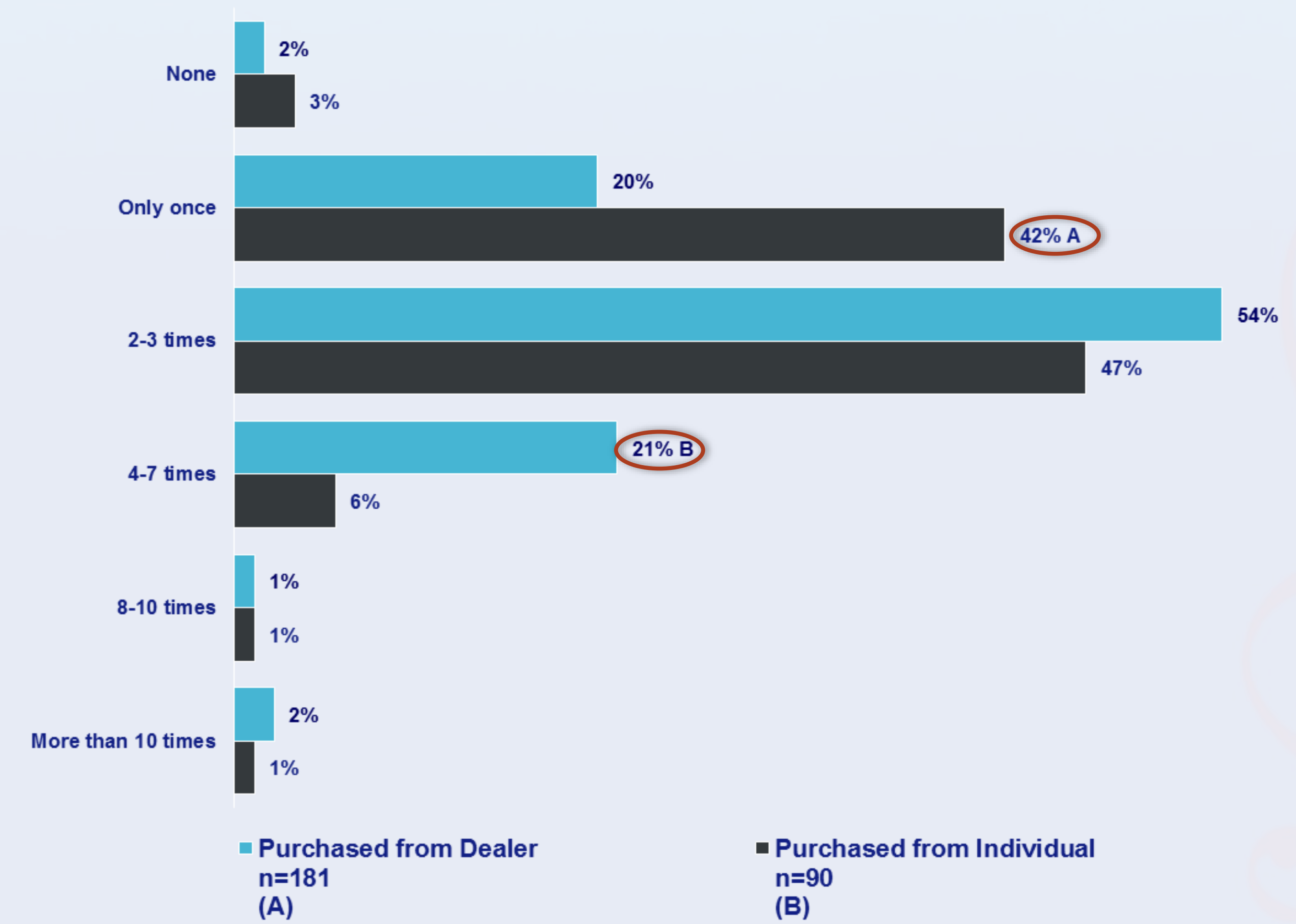


Source: Q20. What were the key reasons you decided to buy the boat WHERE you bought it and/or FROM WHOM you bought it?
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.; ** 19 who purchased from broker not shown

Dealership Visits

- 69% of those who bought their boats from individuals still visited at least one dealership, with almost half of those who later purchased from a dealership visiting three or more.
  - For those who buy from a dealer, more than half visit any one dealer 2-3 times

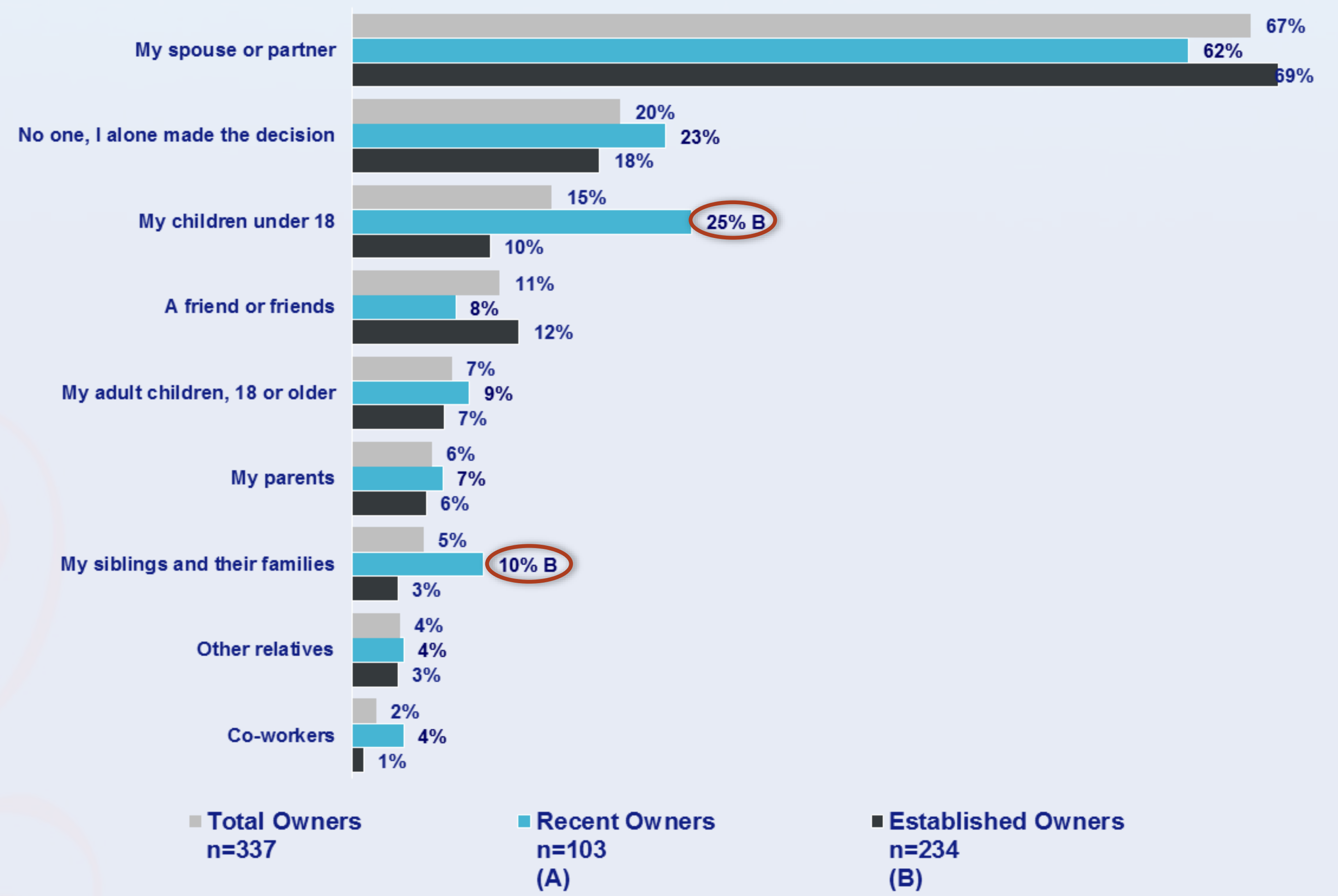


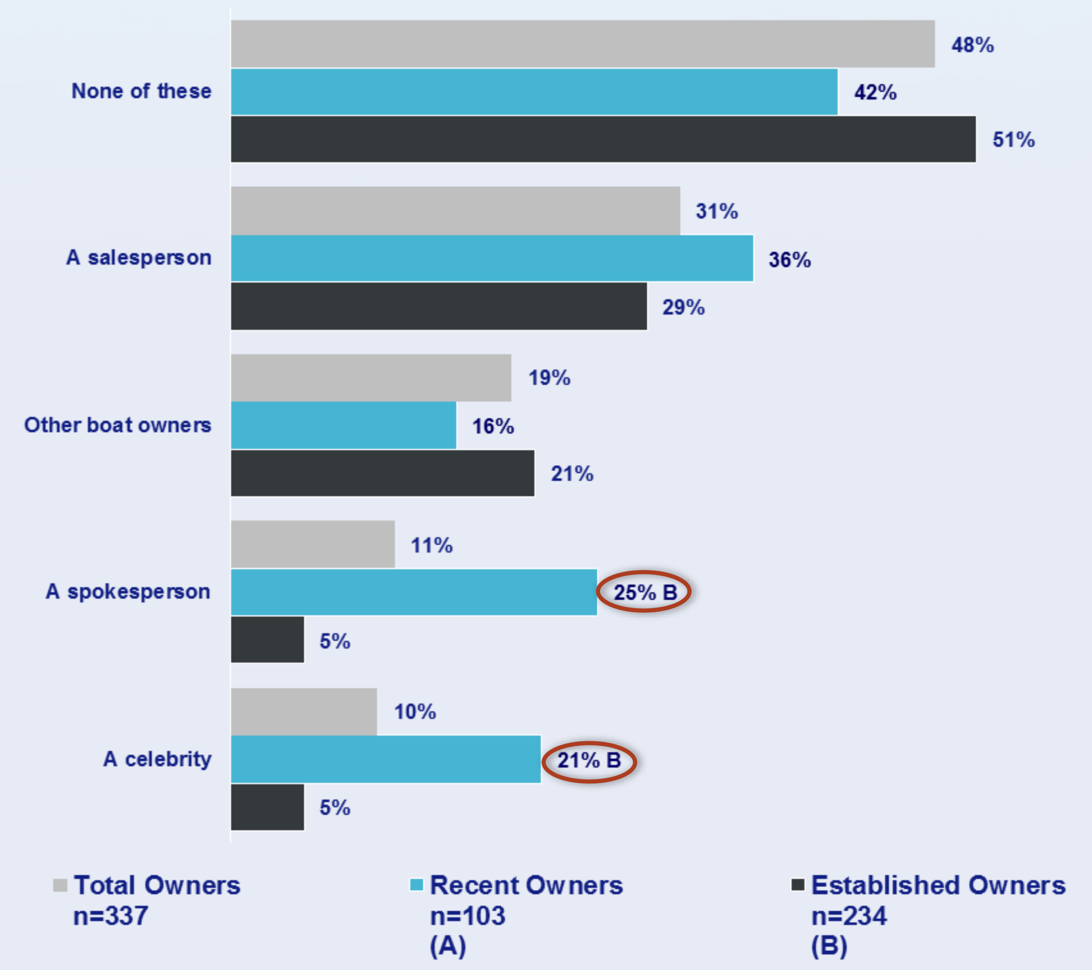


Source: Q24. Thinking back to your most recent boat purchase, how many different boat dealerships did you visit, if any?; Q25. Thinking back to your most recent boat purchase, how many times did you visit any dealership? (Base: visited one or more dealerships in Q24)
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.; ** 19 who purchased from brokers not shown

Purchase Influencers

- Among family and friends, not surprisingly spouses and partners are by far the most influential at the time of decision-making
  - Recent owners are more likely to credit other family members, such as children under 18 and their siblings, as being influential
  - Recent owners are also more likely to say that celebrities and spokespersons were more influential, although salespeople generally have the most influence outside of spouses and partners

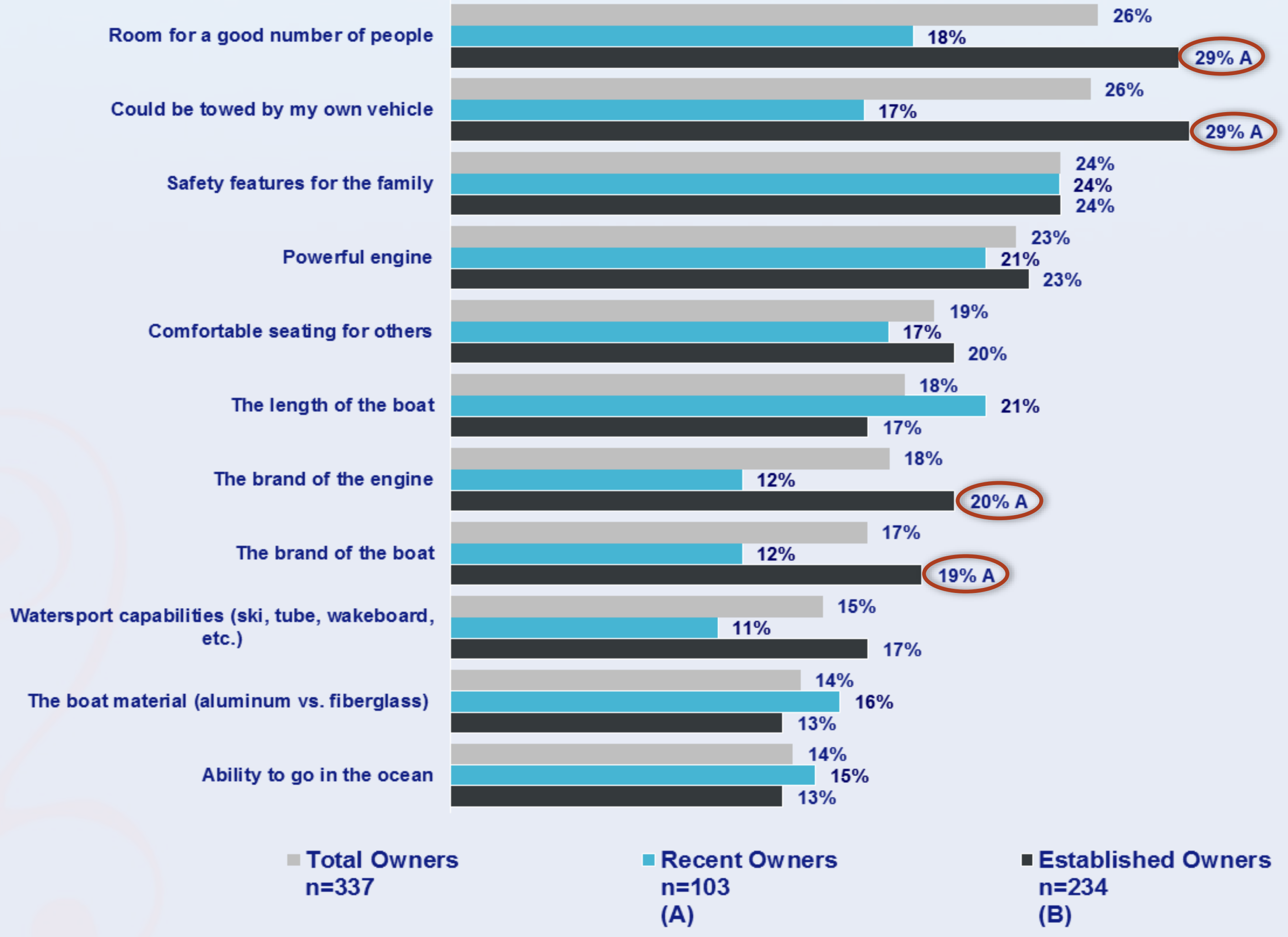


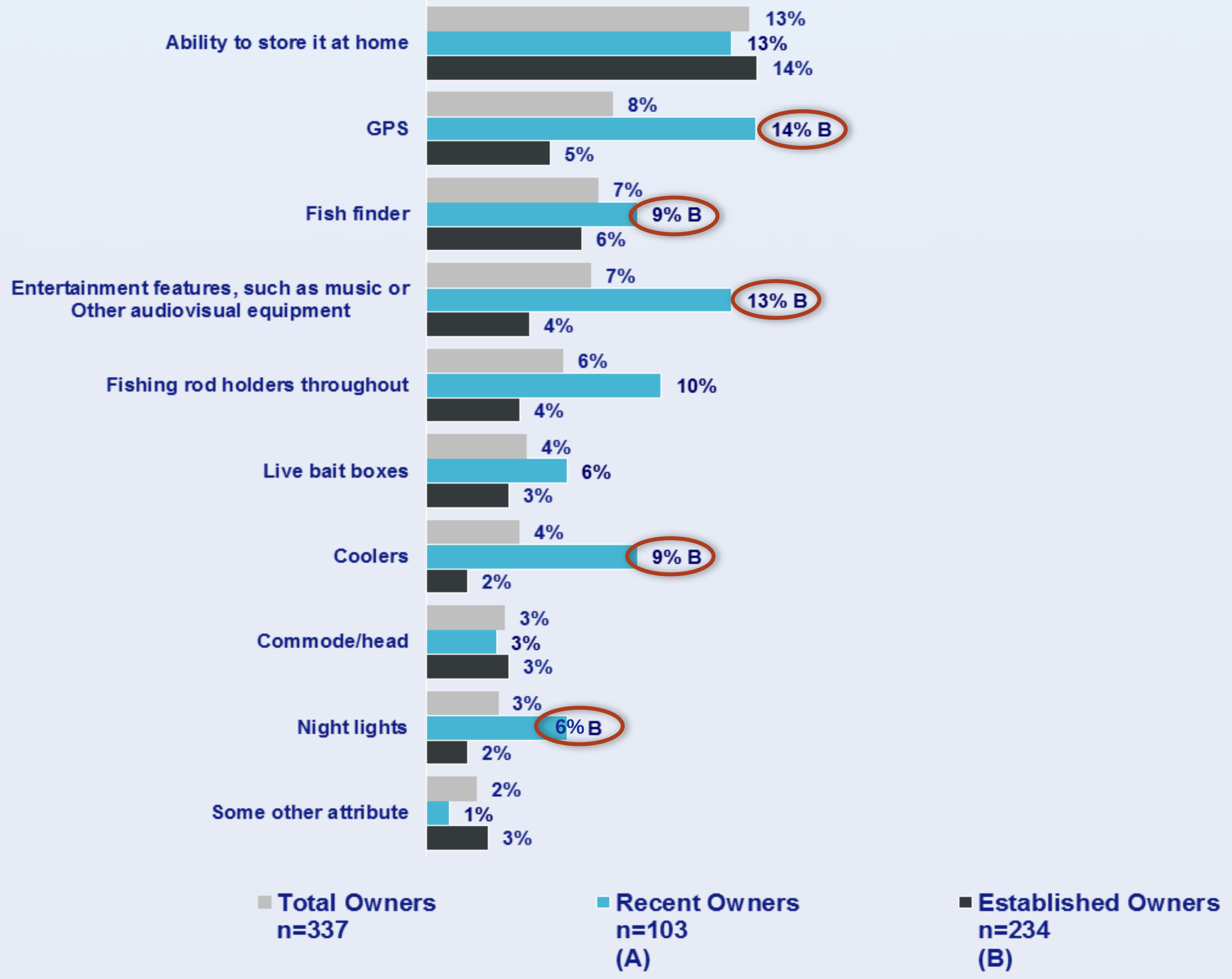


Source: Q21. When you bought the boat you currently have, which, if any, of the following helped you make a decision?; Q22. Aside from friends and family, which of the following, if any, influenced your decision to buy?
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

Top Boat Attributes Desired

- Overall, fitting a large number of people, comfortable seating, safety features, a powerful engine and being able to tow the boat were the most desired boat features
  - Established owners valued practical/needed items, such as roominess, ability to be towed and engine/boat brand more than recent owners
  - Recent owners have a higher preference for nice-to-have/flashy items, such as entertainment features, coolers, fish finders and GPS than do the more established owners

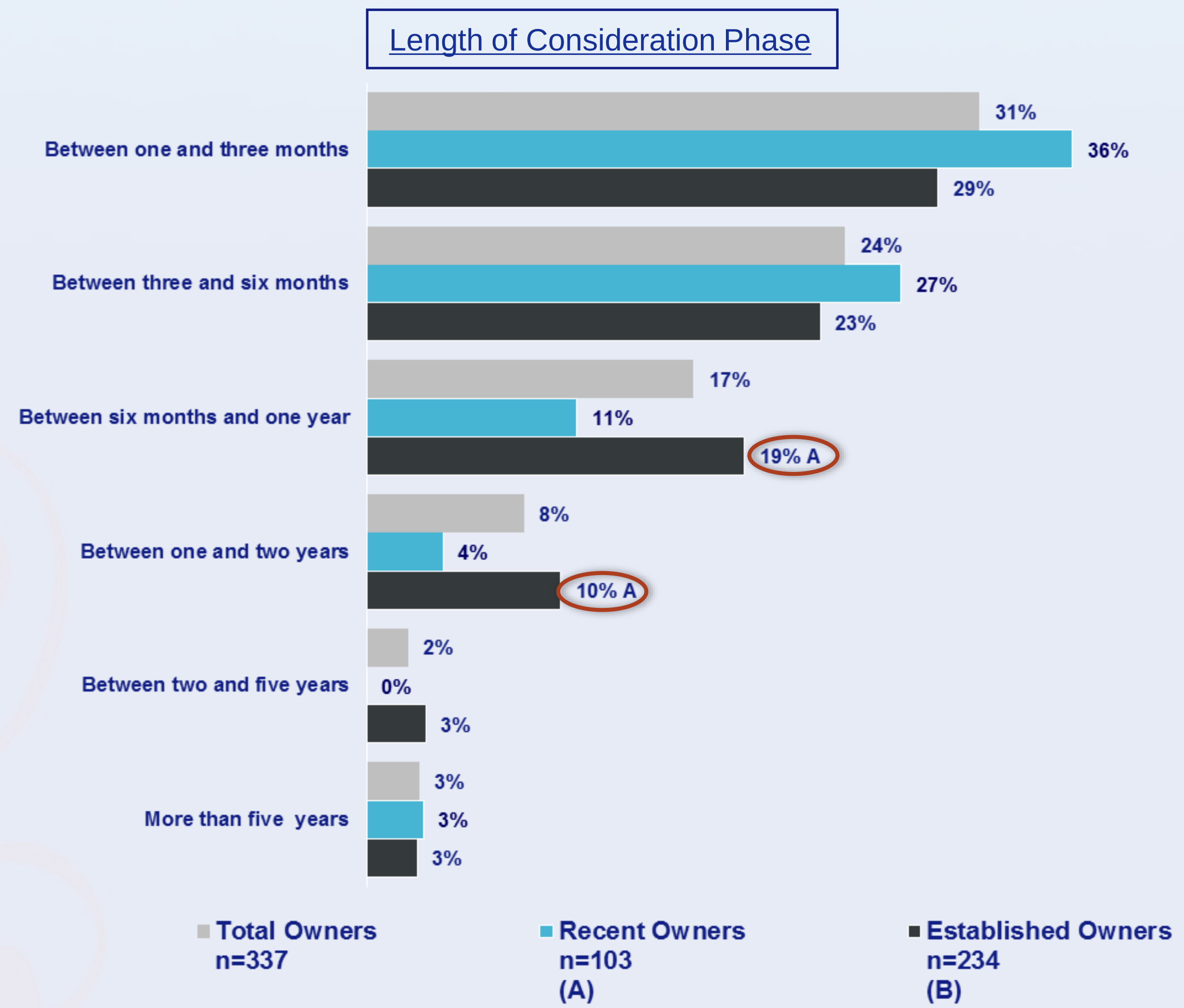


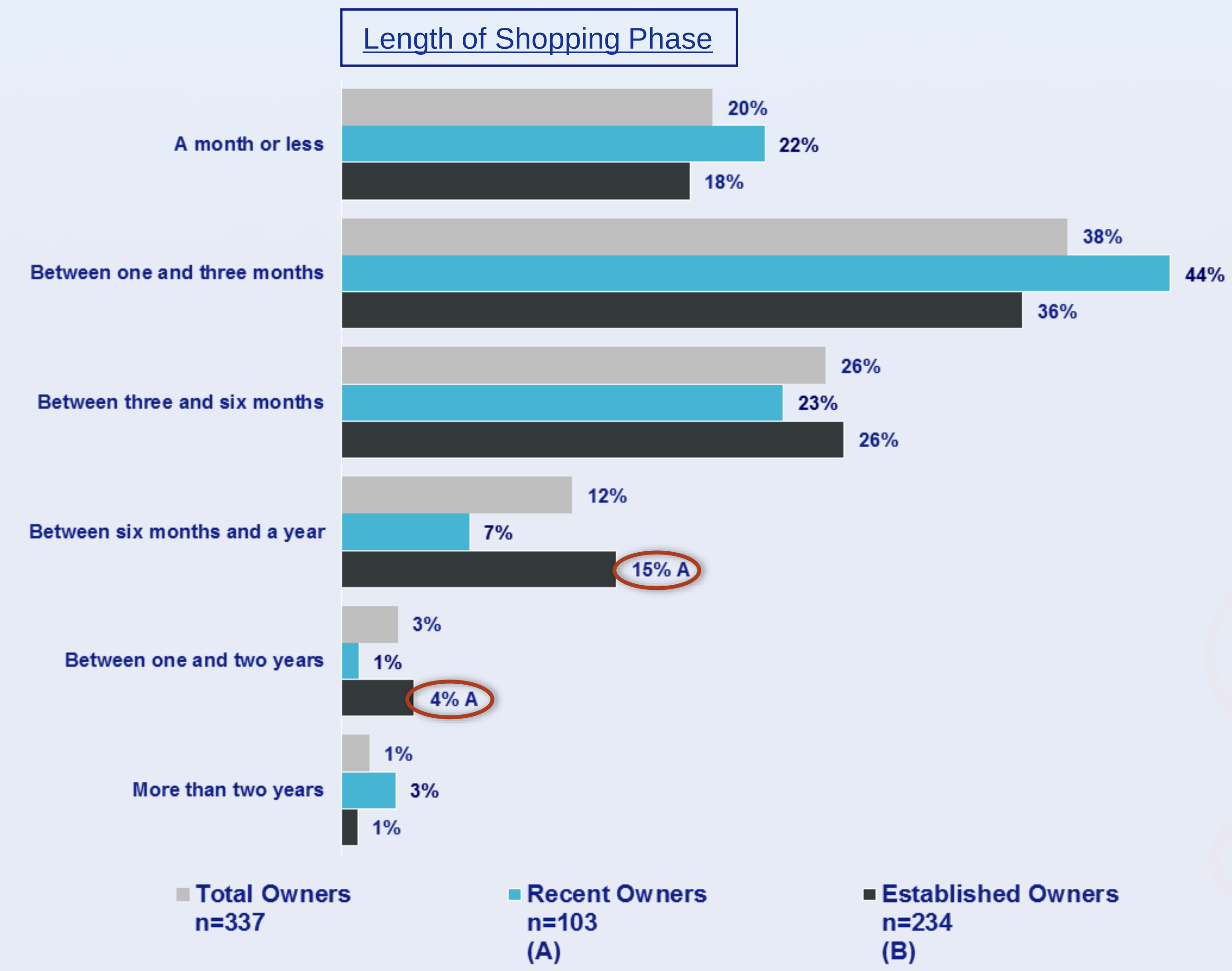


Source: Q23. Which of the following attributes or features were important in the boat that you were looking to buy?; Q23a. Please rank the following attributes of the boat that you were looking to buy in importance. Ranked 1-3
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

Length of Phases

- About two-thirds (63%) of recent owners report a consideration phase of six months or less, while established owners are more likely to consider for up to two years
- Once the decision is made to purchase a boat, most make a purchase with six months
  - 66% of recent owners report making a purchase in three months or less, significantly less time than established owners did
- The mean length of the consideration phase is 7.6 months and the mean length of the shopping phase is 4.2 months, though the entire process is shorter for those who purchase from dealers than individuals (8.5 months vs. 15 months on average

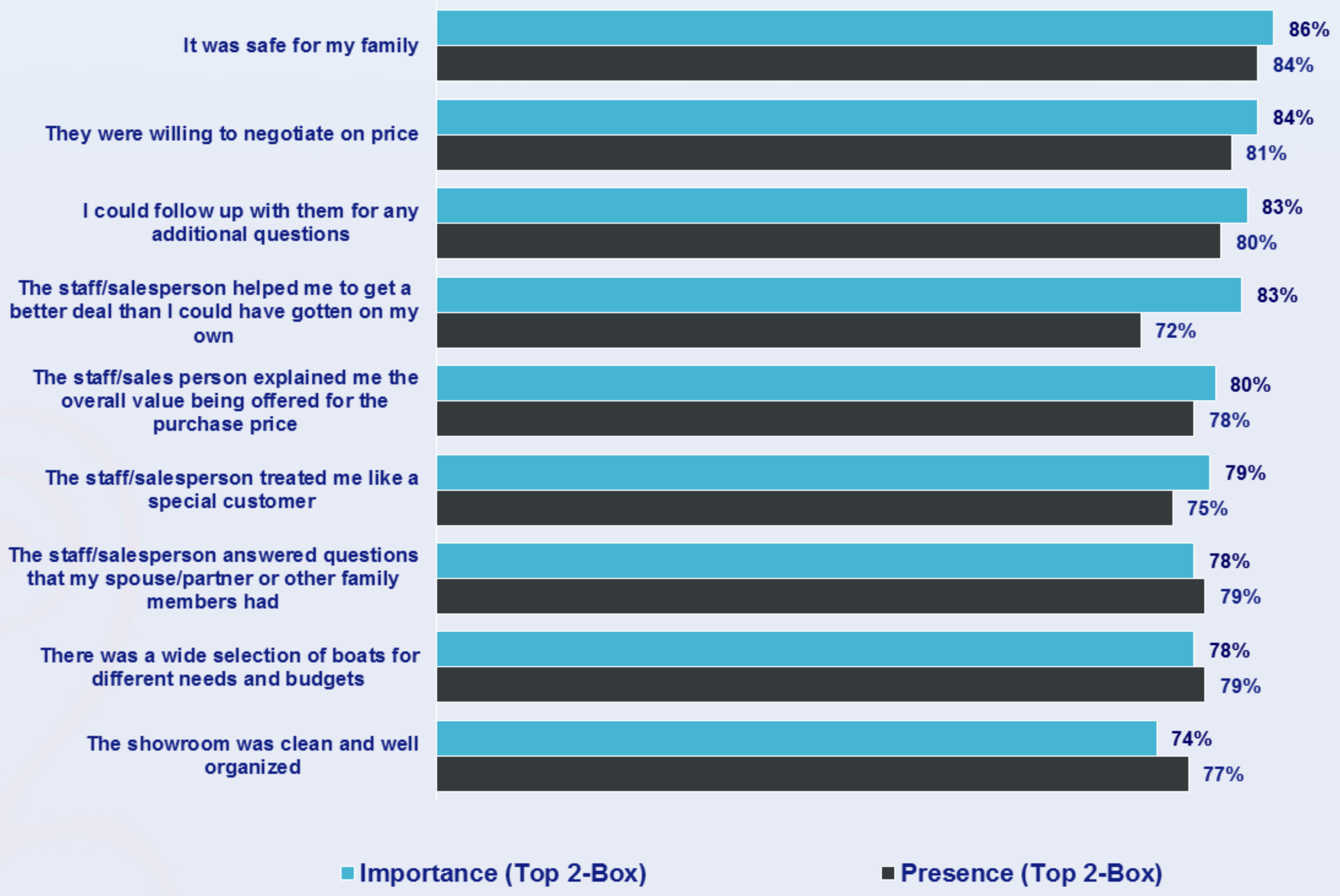


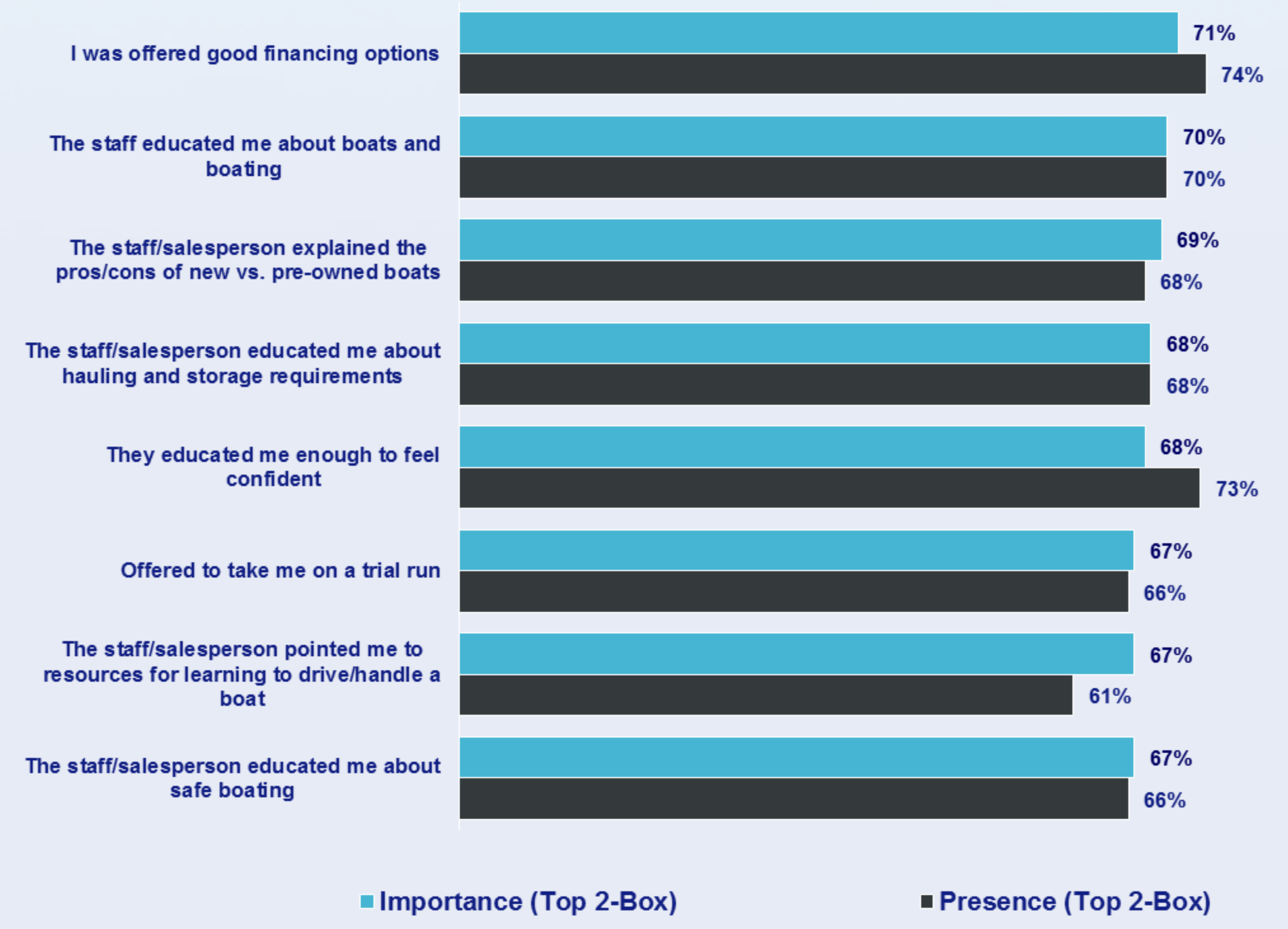


Source: Q8. From the time you realized you might consider buying your own boat, how long was it before you actually started looking at potential boats to buy?; Q26. From the time you started shopping until you actually purchased the boat you currently have, how long was that process?
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

Importance of In-Store Attributes

- In-store attribute performance is fairly closely matched by respondents' perceptions of importance with a few exceptions:
  - Relative to importance, dealerships generally fell short in helping the customer get a better deal, pointing customers to resources about boat driving/handling and treating the customer like a valued customer
  - On the other hand, (relative to importance) customers felt that the salesperson educated them enough to be confident, the showroom was clean and well-organized and had a good selection of boats

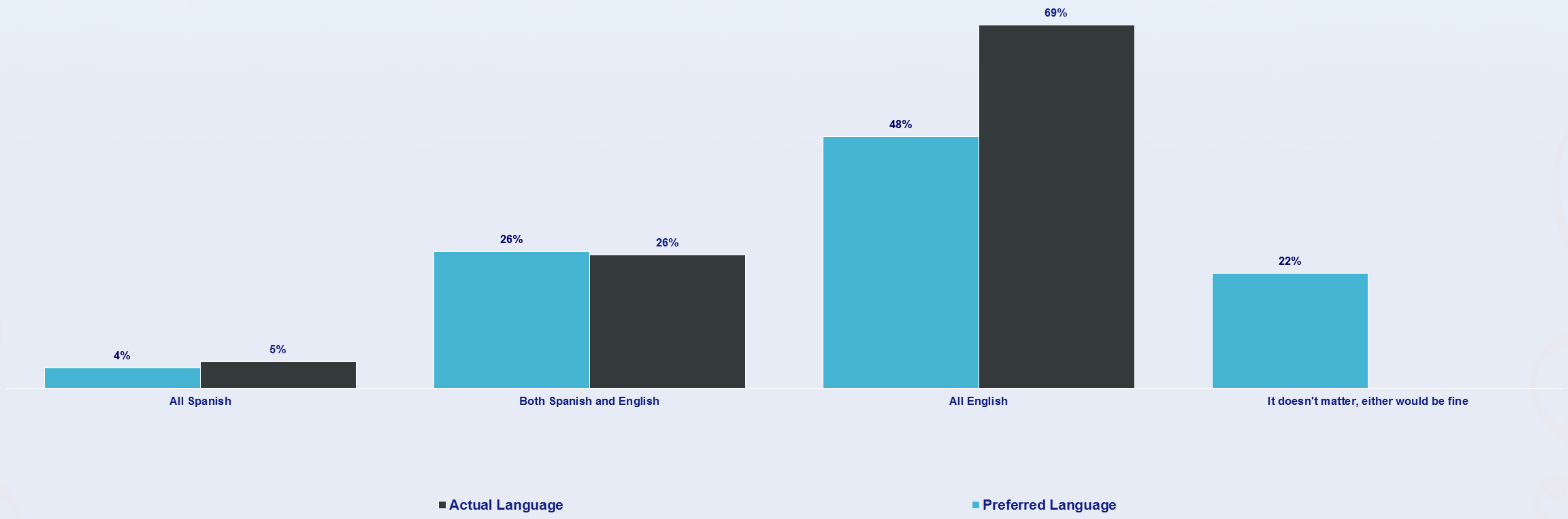




Source: Q27. How important were the following attributes of the in-store experience when you purchased the boat that you currently have? (Top 2-Box); Q27a. Thinking back to when you purchased the boat you currently have, how much do you agree or disagree with these statements about where you bought your boat? (Top 2-Box)
Notes: Owners who purchased from a dealership (n=183)

Language of Sales Process

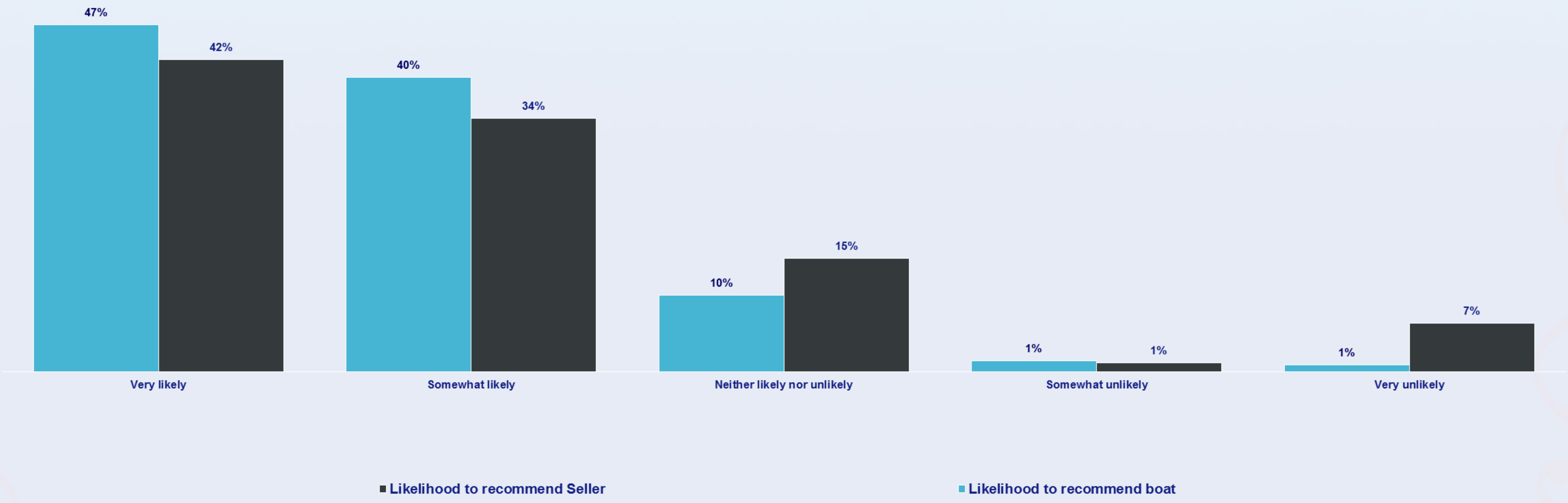
- The actual language used as part of the sales process matches up well with Hispanic boat buyers' preferences, with most preferring some or all of the sales process in English



Source: Q28. Thinking back to the person who sold you the boat that you currently have, which language did you speak during the sales process?; Q29. If during the sales process, you could communicate with the person who sold you your current boat in either Spanish or English, which would you have preferred?
Notes: Total Owners, n=337

Likelihood to Recommend

- Overall, most are somewhat or very likely to recommend both the seller and the boat they purchased to family and friends
  - Still, there is a marginally higher propensity to recommend the boat purchased than to recommend the seller

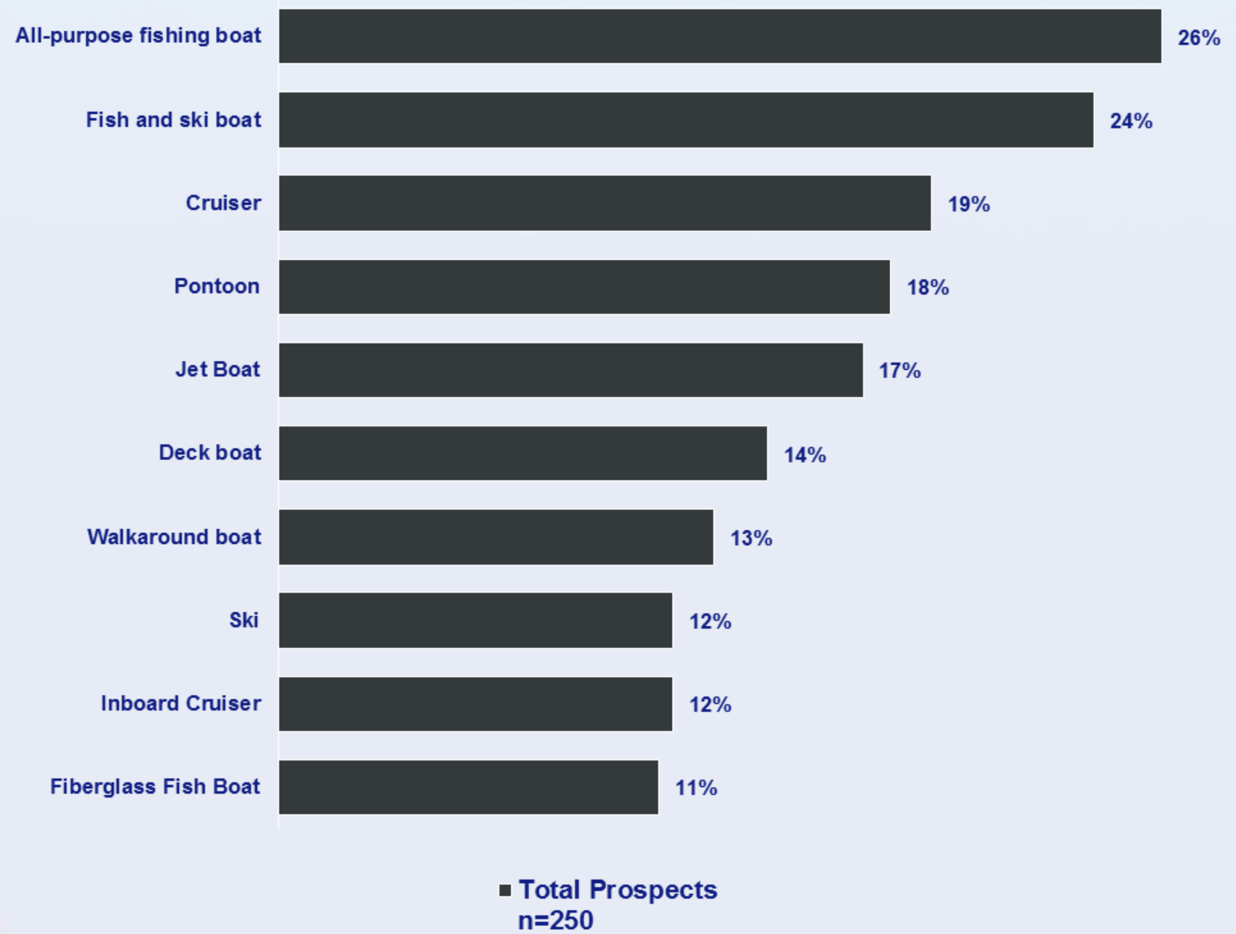


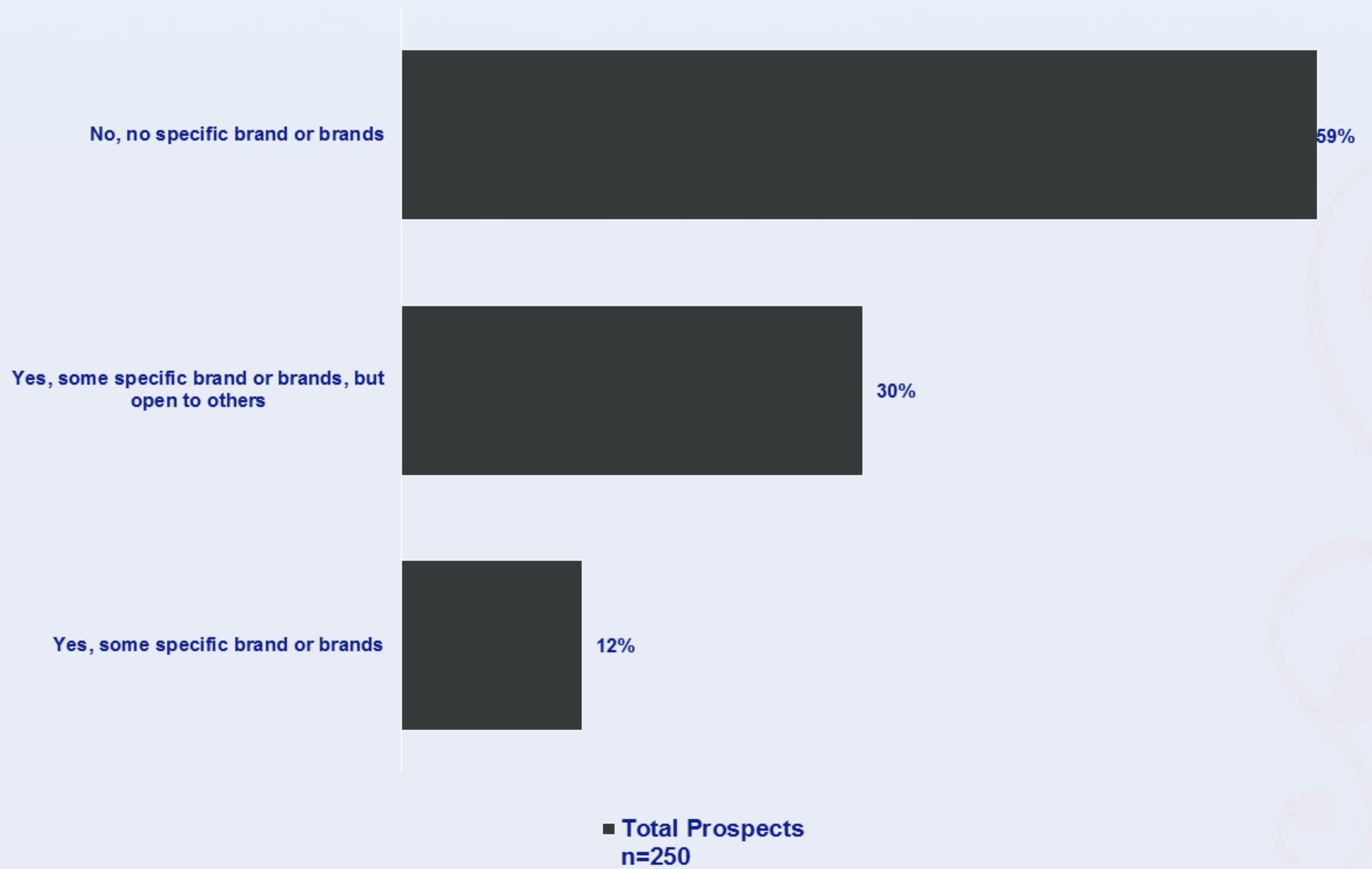
Source: Q32. How likely would you be to recommend the company or person who sold you the boat you currently have to friends or family members?; Q32a. How likely would you be to recommend the boat you currently have to friends or family members?
Notes: Total Owners, n=337

Prospects

Top Boat Types and Brand Consideration

- Fishing and skiing boats are the most popular options considered
- Only 12% are locked into a specific brand or brands, with over half not having any specific brand consideration at all





Source: Q33. What kinds of motorized boat(s) are you considering? Select as many as apply.' Q34. Are you considering any brands in particular?; Q35. Which brand(s) of boat(s) are you considering?
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

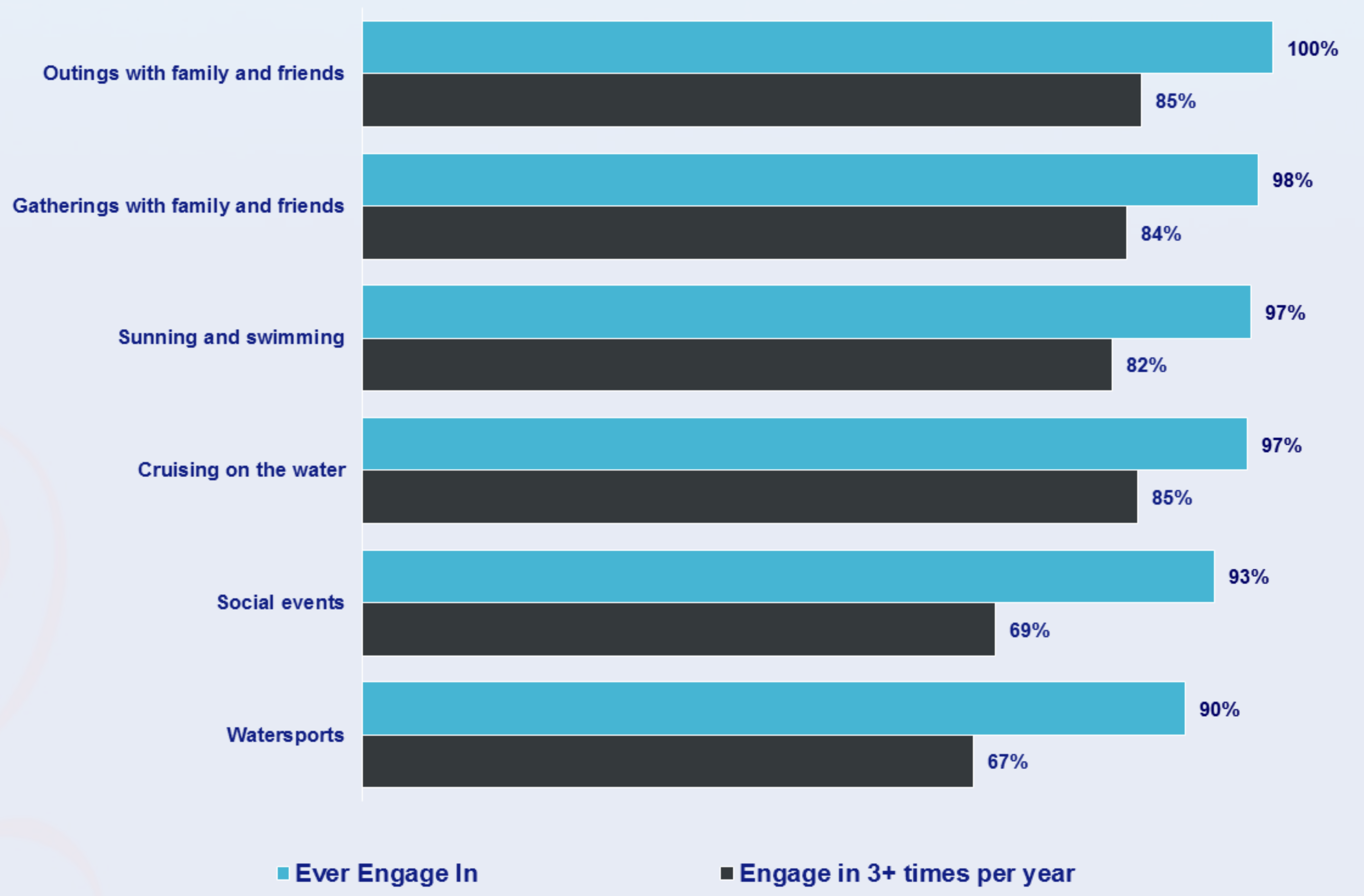
Target Boat Price

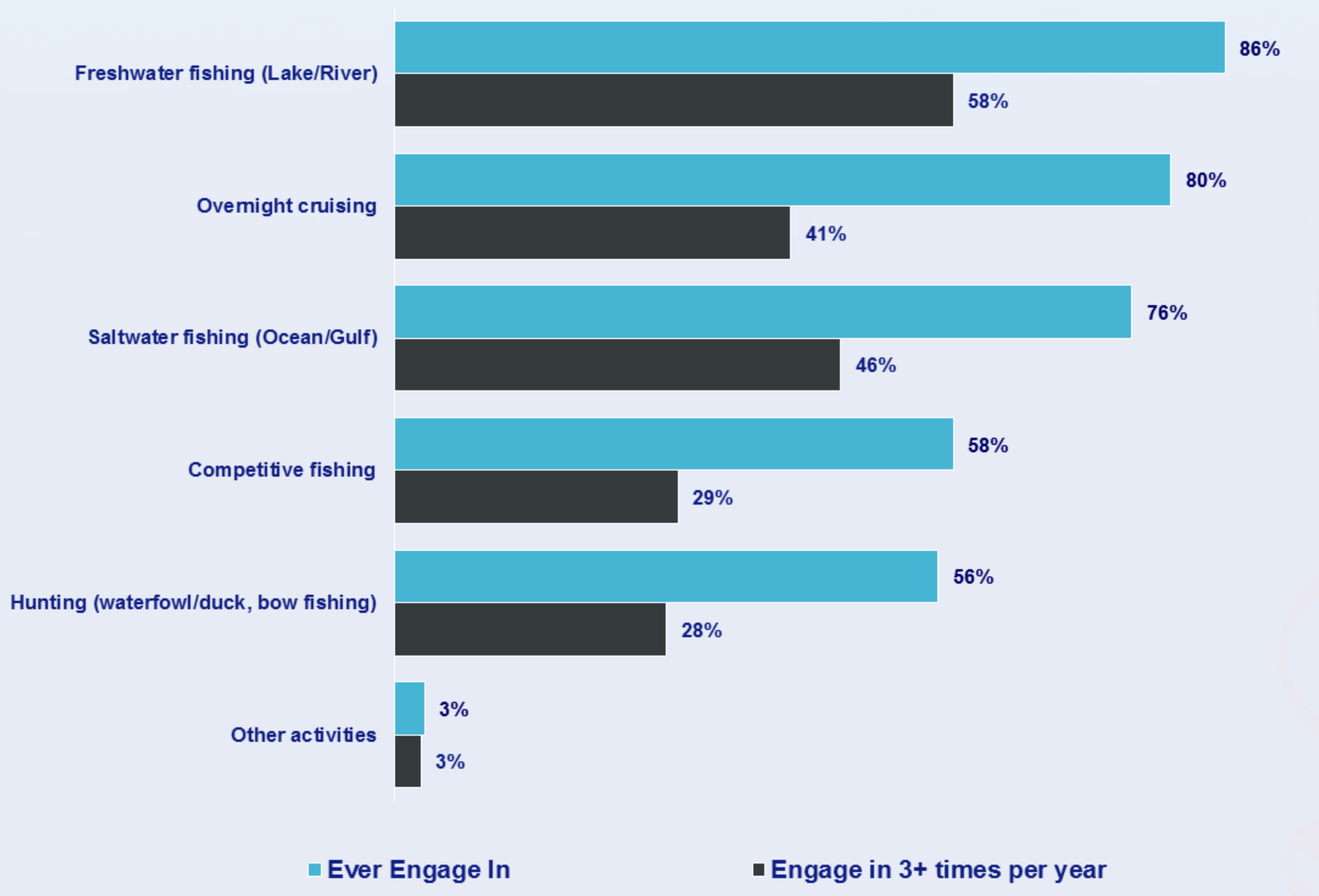
- Median expectations for boat price range are between $20,000 and $30,000, with 70% expecting to pay less than $40,000
  - Some may have unrealistic expectations of prices, considering that average price reported by boat owners is about $40,000, with recent owners reporting significantly higher prices

Source: Q53c. How much do you plan to pay for the boat you are looking to buy?
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

Intended Boating Activities

- Family-focused outings and gatherings as well as cruising/swimming/sunning on the water are the most commonly expected frequent boating activities
  - Watersports, fishing and hunting are fairly commonly intended if not as frequent as family activities

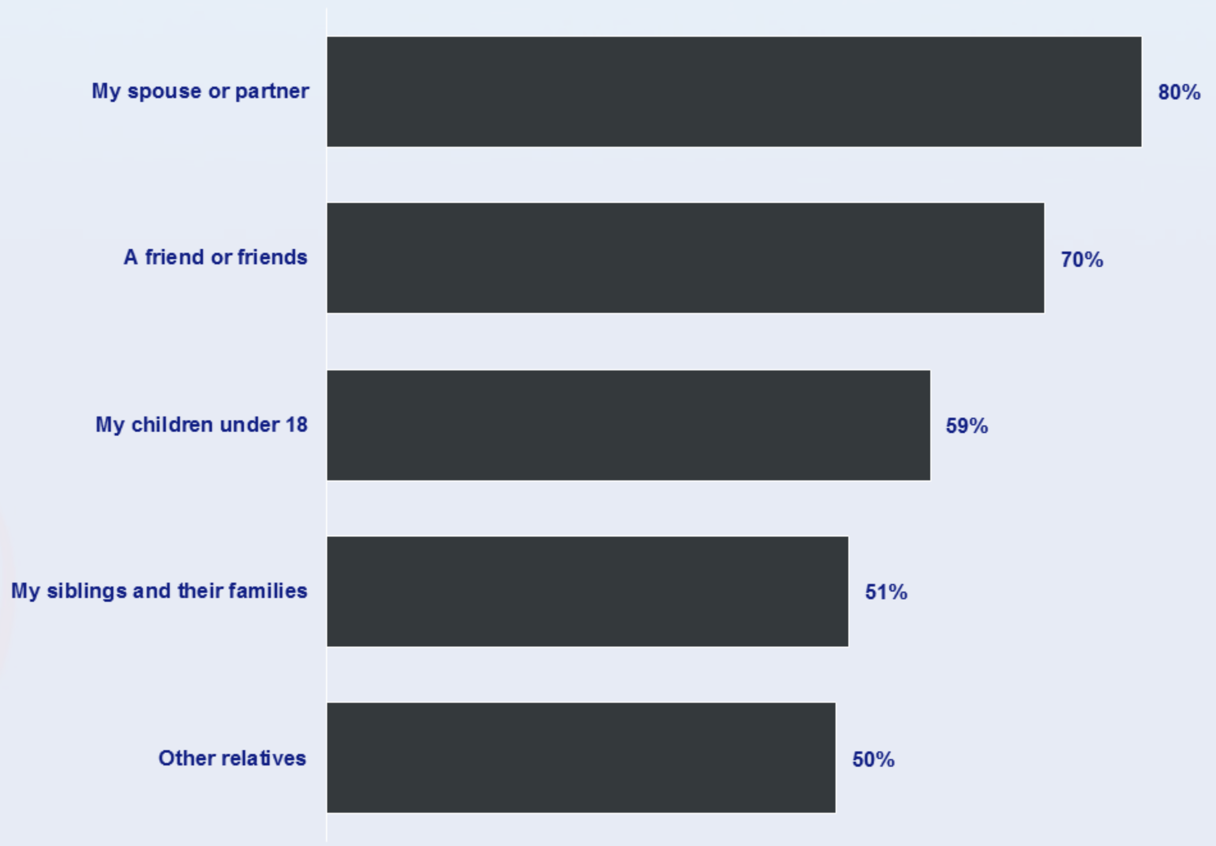


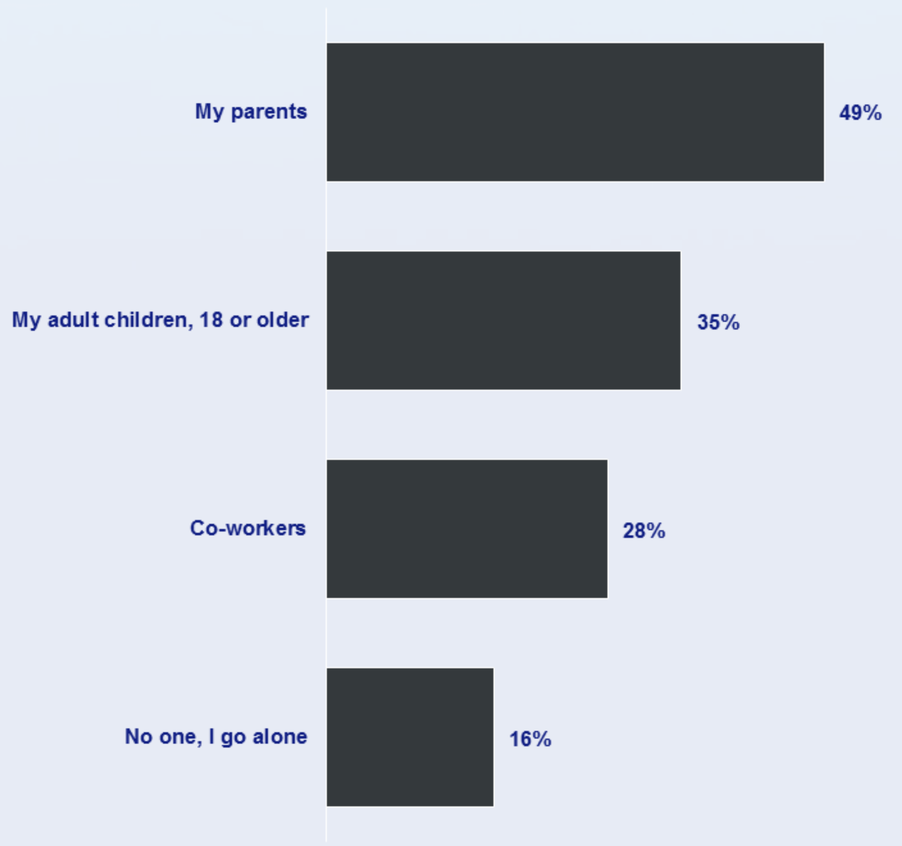


Source: Q36. When thinking about the boat that you are considering, how often do you think you will engage in each of the following boating activities with your own boat?
Notes: Total prospects (n=250)

Intended Boating Companions

- Aside from the spouse or partner, other family members and friends are the most commonly expected companions for boating activities
  - Boating with co-workers and going alone are the least common





Source: Q37. Who do you expect will typically accompany you on your boat when engaging in the following activities?
Notes: Total prospects (n=250)

Intended Companions

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- Most prospects expect to invite their spouses and partners when cruising overnight and other family members and friends for social gatherings/outings
- Co-workers are more likely to be invited for social events
- When they expect to go alone, it is more likely for fishing

	My spouse or partner	My children under 18	My adult children	My siblings; their families	My parents	Other relatives	A friend or friends	Co-workers	No one, I go alone
Freshwater fishing (Lake/River)	43%	32%	14%	18%	13%	15%	30%	8%	4%+
Saltwater fishing (Ocean/Gulf)	36%	20%	11%	15%	8%-	11%	27%	6%	4%+
Competitive fishing	18%	11%	8%+	8%-	4%-	7%	20%+	4%	6%+
Hunting (waterfowl/duck, bow fishing)	20%	12%	8%+	8%	4%-	6%	17%	5%+	6%+
Cruising on the water	69%	38%	19%	28%	25%	21%	39%	10%	2%-
Sunning and swimming	69%	42%	20%	32%	22%	20%	42%	9%	2%-
Watersports	55%	36%	18%	25%	15%	19%	33%	9%	3%
Overnight cruising	55%+	23%	10%-	16%	9%-	12%	24%	5%-	2%
Gatherings with family and friends	65%	45%	23%	38%	35%+	32%+	46%	10%-	2%-
Outings with family and friends	66%	47%	19%	36%	29%+	28%	43%	10%	2%-
Social events	60%	36%	18%	32%	26%	26%	47%	16%+	1%-

Source: Q37. Who do you expect will typically accompany you on your boat when engaging in the following activities?
Notes: Total prospects (n=250); “+” indicates an index of 120 or greater; “-” indicates an index of 80 or less

Boat Buying Motivators

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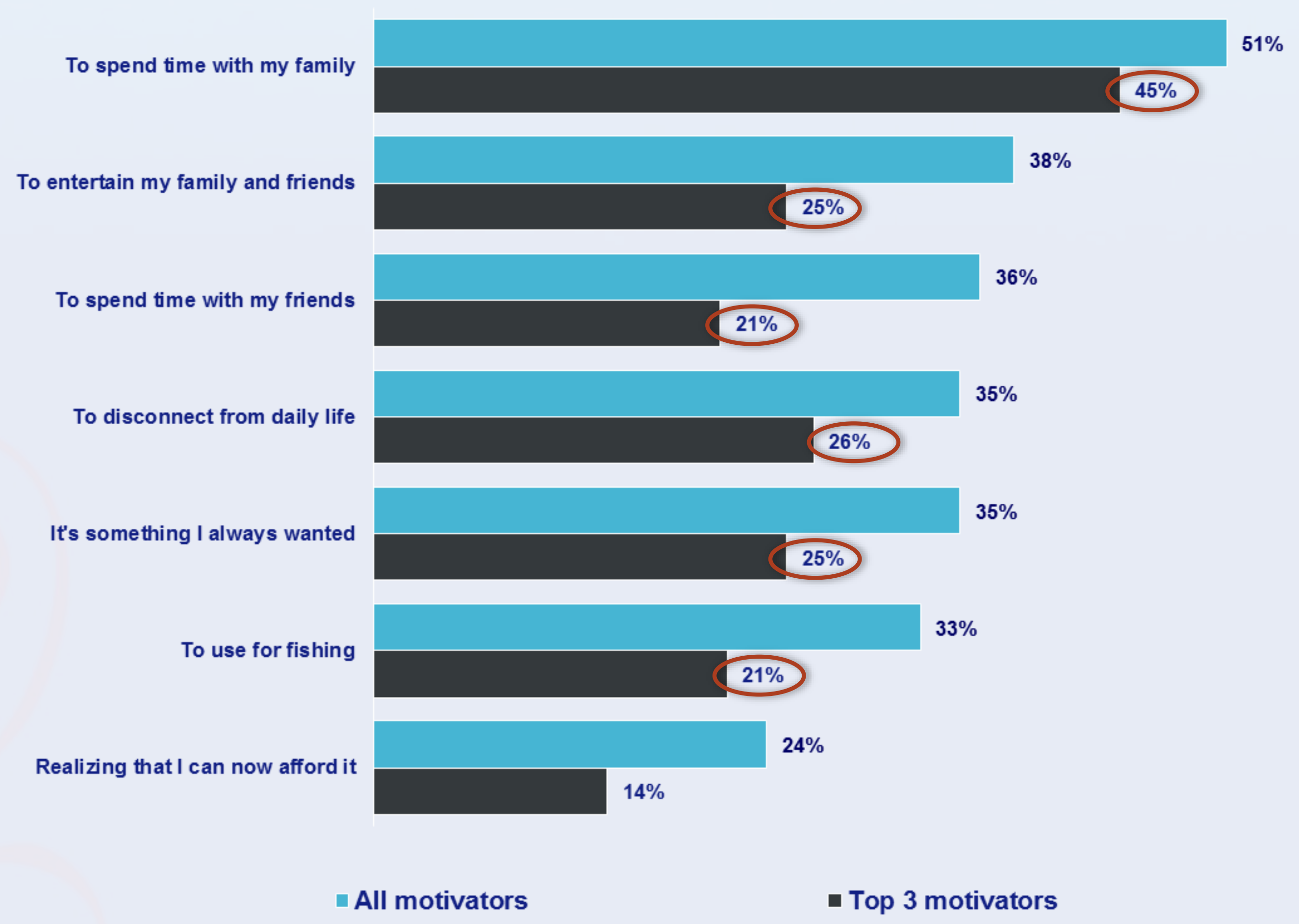
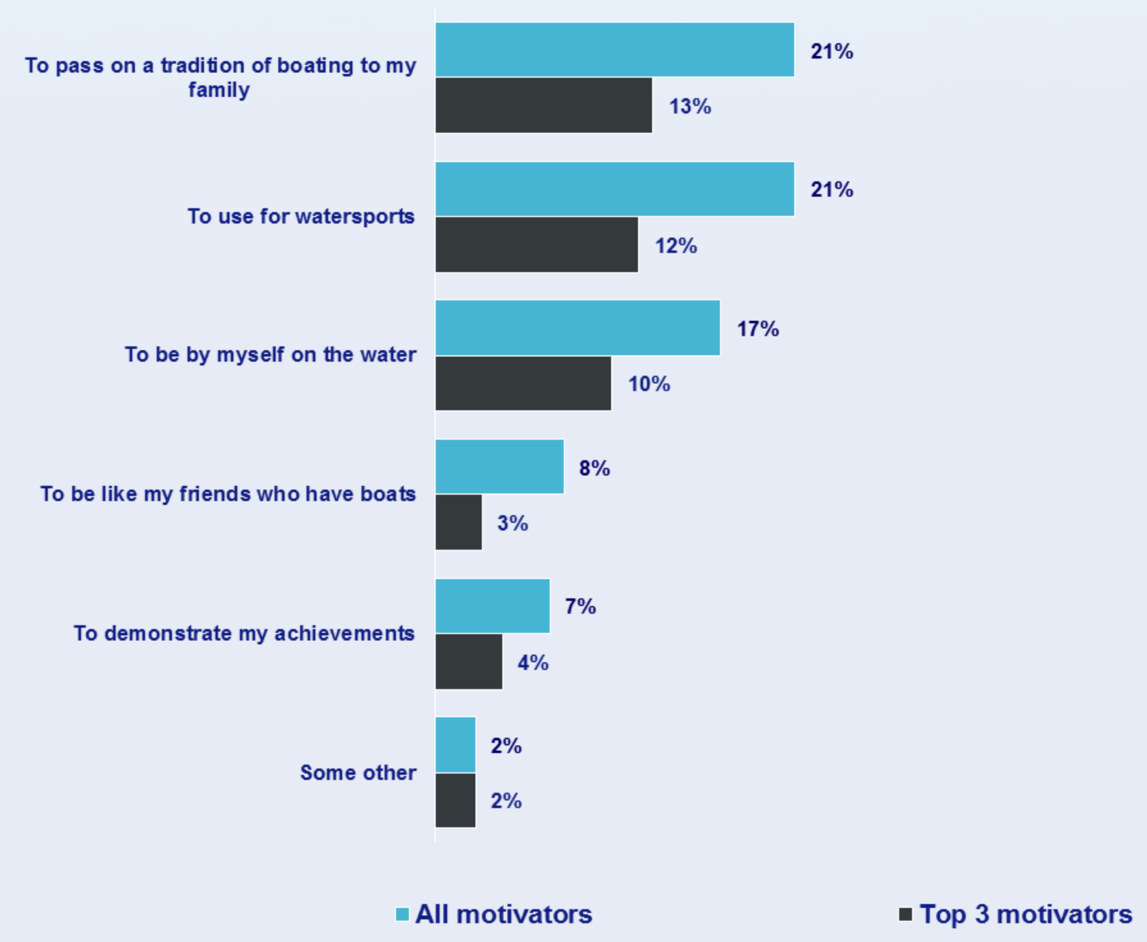
- Spending time with and entertaining family and friends are the most powerful motivators for prospects considering to buy a boat
  - For many, boat ownership is essentially fulfilling a dream, since it is something they always wanted, they realize they can now afford and it allows them to disconnect from daily life
  - Fishing falls further down the motivational chain for prospects than it did for owners, indicating that fishing may be a motivator more likely to move prospects to buy

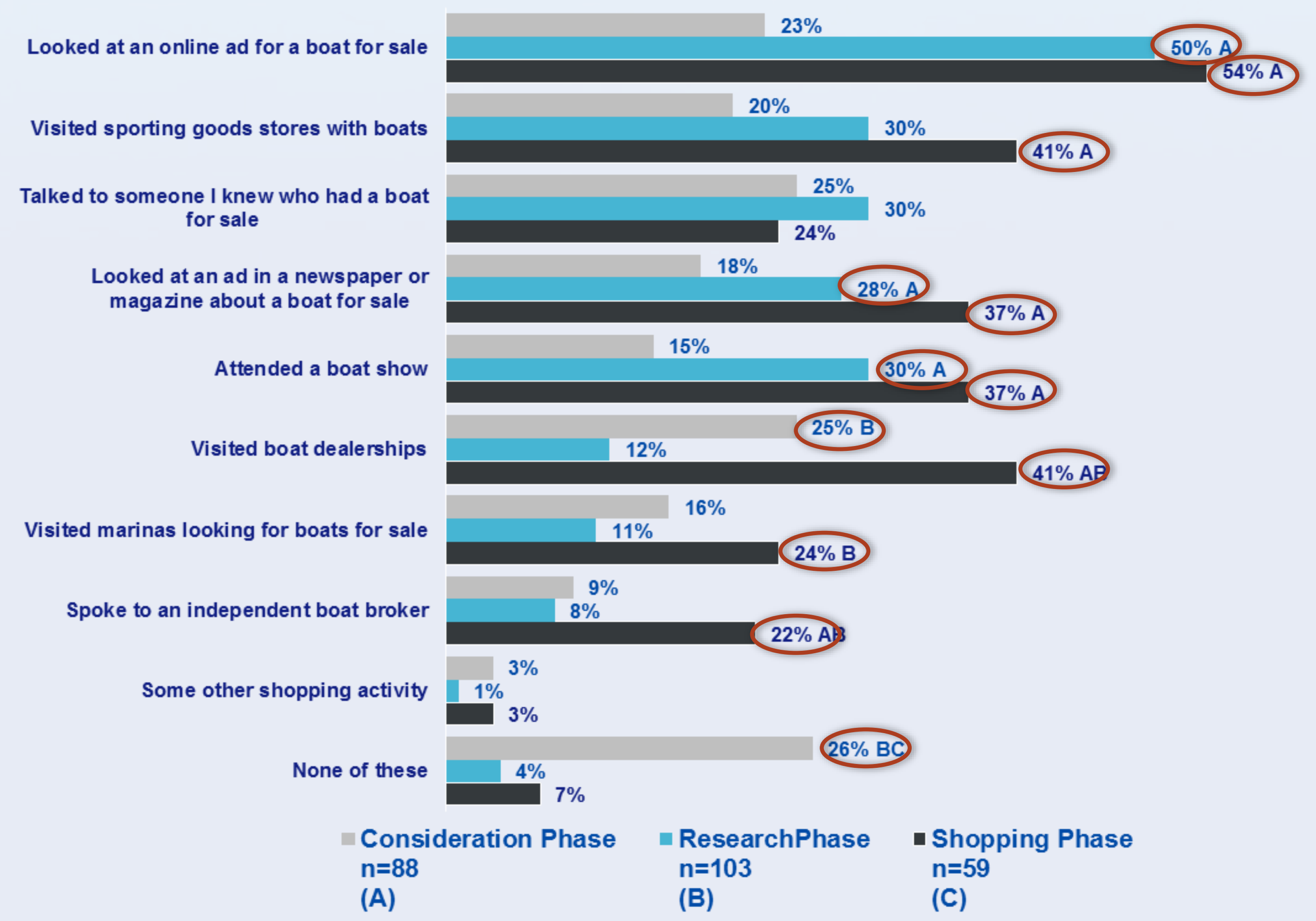




Source: Q39. What is motivating you to actually purchase a boat?; Q39a. Thinking of what's motivating you to actually purchase a boat, which THREE would you say are the most important?
Notes: Total prospects (n=250)

Boat Buying State and Research

- Three-quarters (76%) of prospects are in the consideration and research phase, with 24% having a good idea of what kind of boat they want or one in particular they want to purchase
  - Looking at online ads is the most common research activity
  - Those in the consideration phase are most likely not to have undertaken any of these research activities



Source: Q40. Which of the following best describes where you are in your boat-buying process?; Q44. Have you engaged in any of the following activities to research buying a boat?
Notes: Total prospects (n=250); A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

Boat/Boating Advertising

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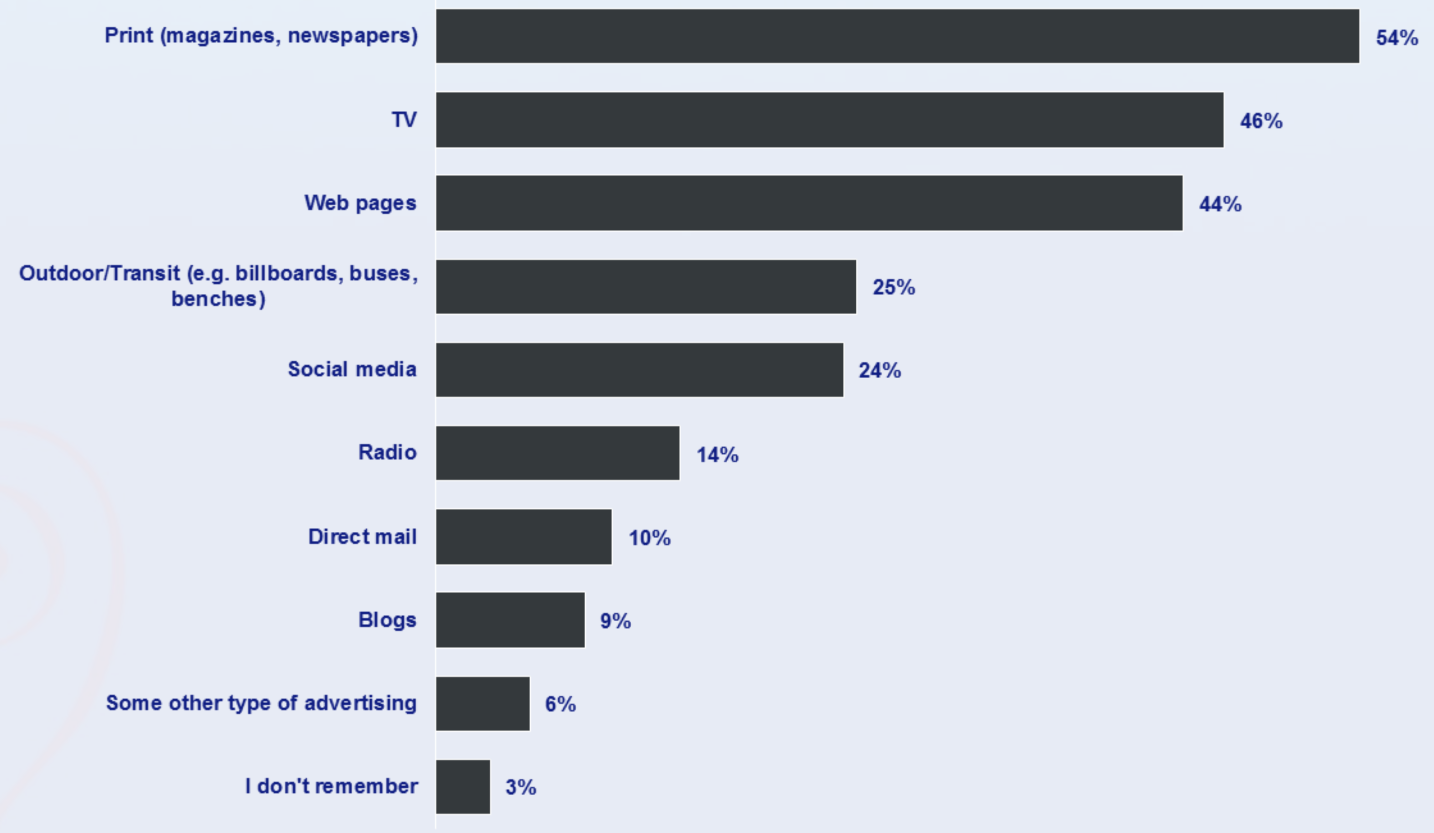
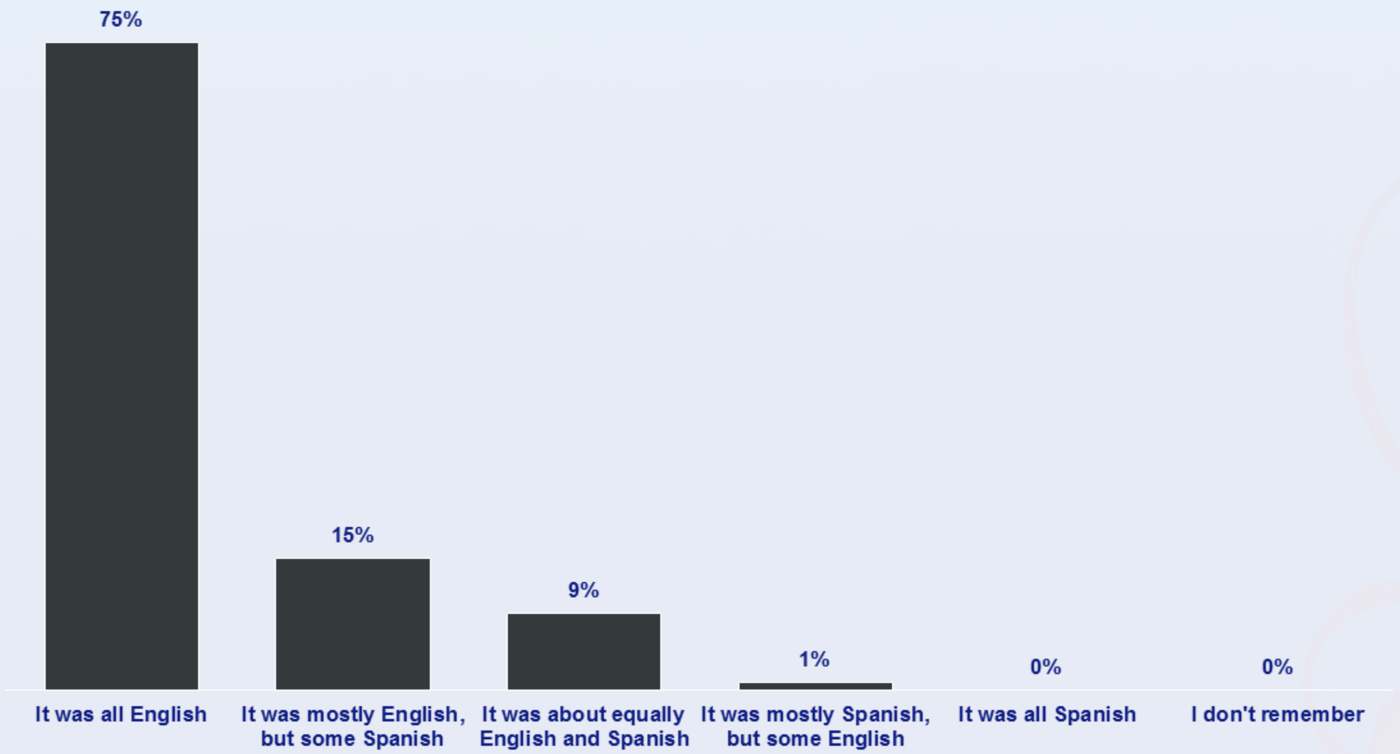
- Print, TV and web presence are the most common sources of advertising among the 50% of prospects who are aware of any boat advertising
- There is very little recall of Spanish advertising, with three-quarters recalling only English

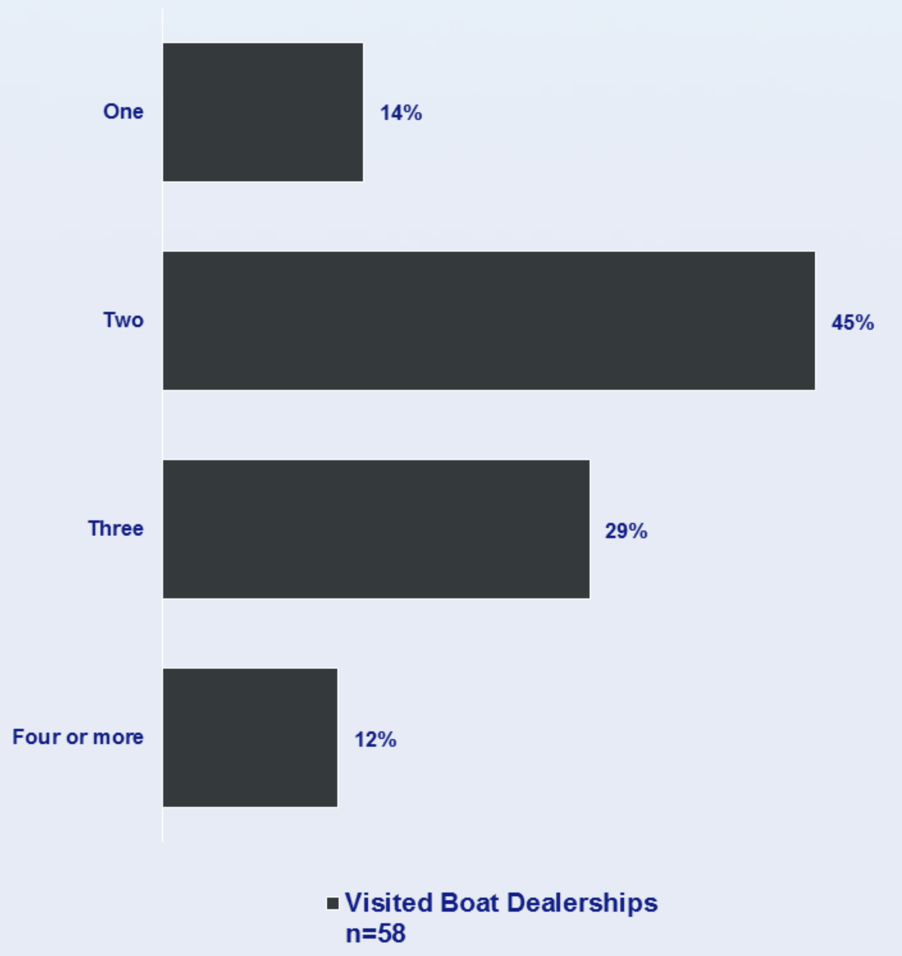


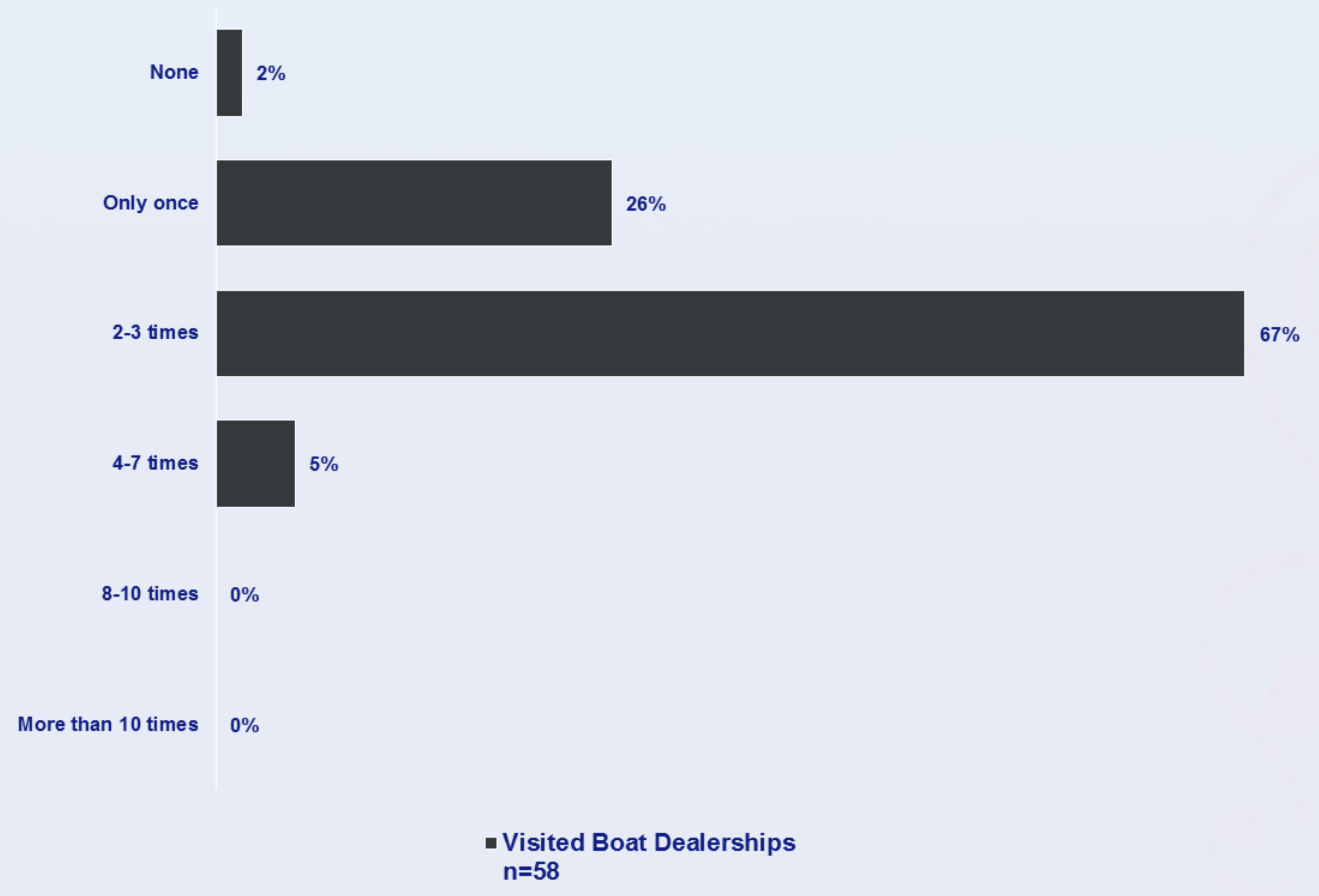


Source: Q42. Which of the following types of advertising have you seen for boats, boating or the boating industry? Select as many as apply.; Q43. How much of that advertising was in English or Spanish?
Notes: Total prospects (n=250)

Dealership Visits

- Only 23% have visited a dealership to look at boats – those that have, visited an average of 2.3 dealerships and any one of those two to three times

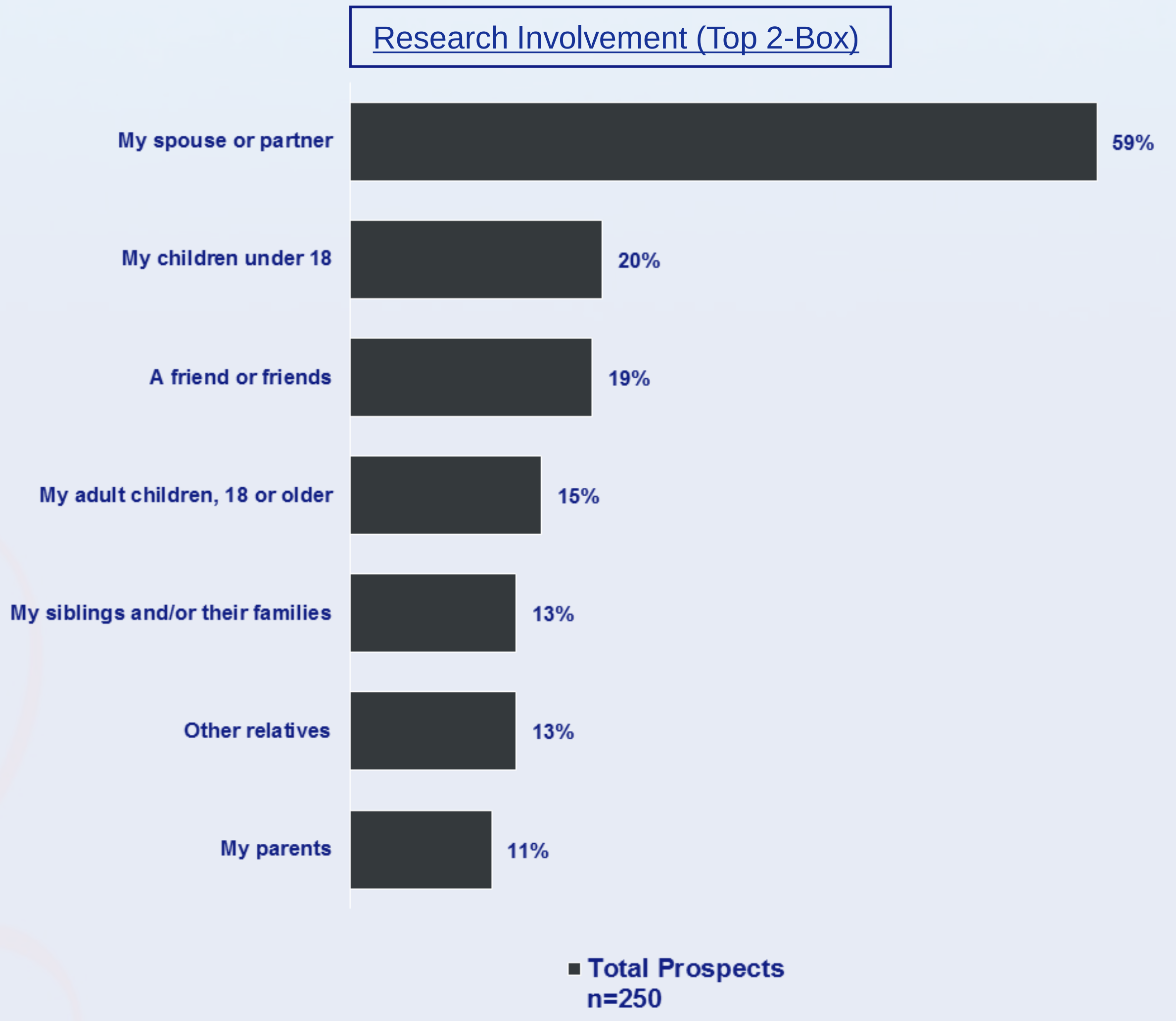


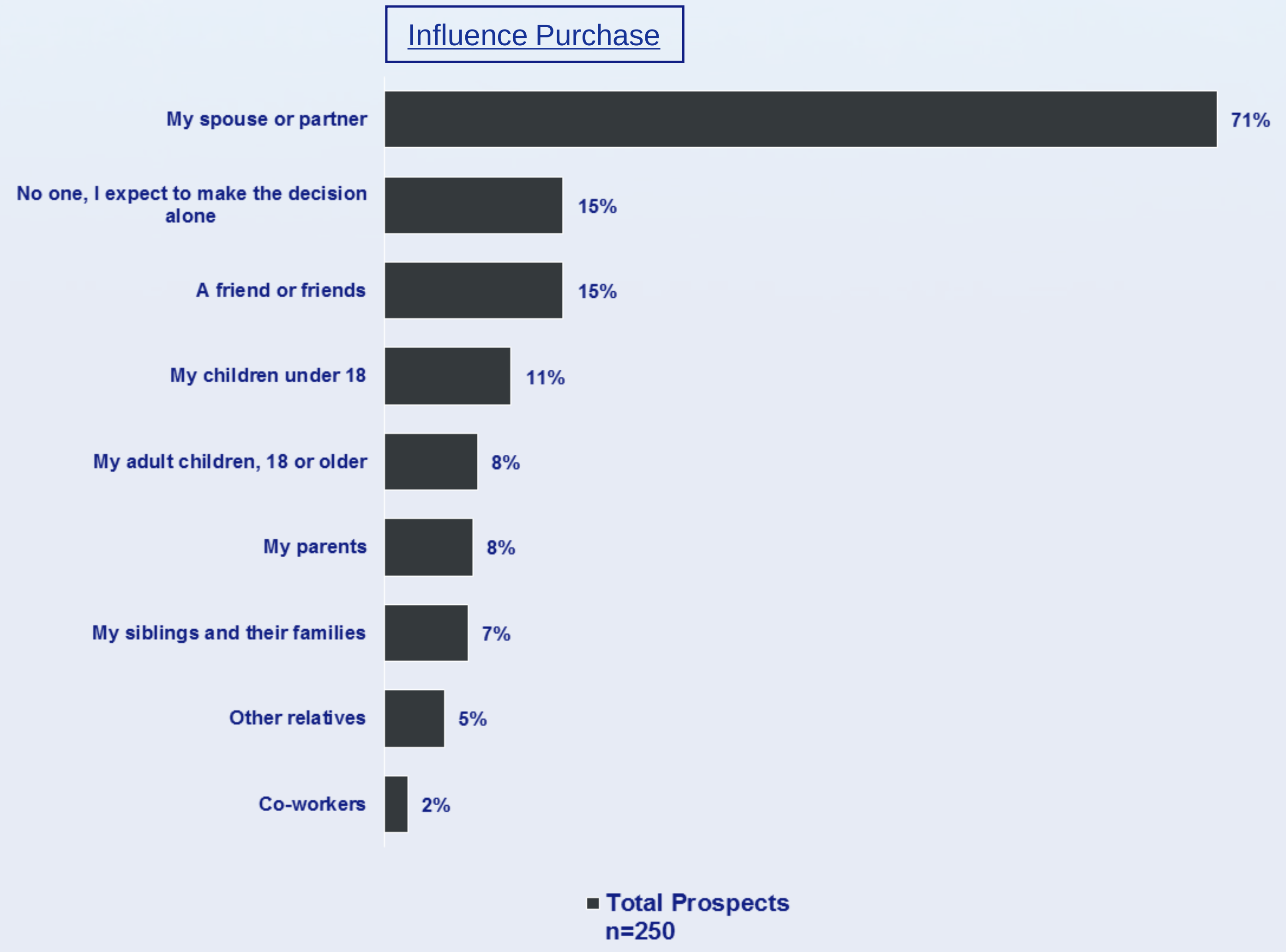


Source: Q45. How many different boat dealerships have you visited while looking for a boat to purchase?; Q46. How many times did you visit any dealership while looking for a boat to purchase?
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

Research/Purchase Influencers

- Aside from the spouse or partner being involved in the research process, they are by far the most influential in the purchase process as well.
- Interestingly, offspring (both adult and under 18) are among the most involved after the spouse in researching the purchase (35%).

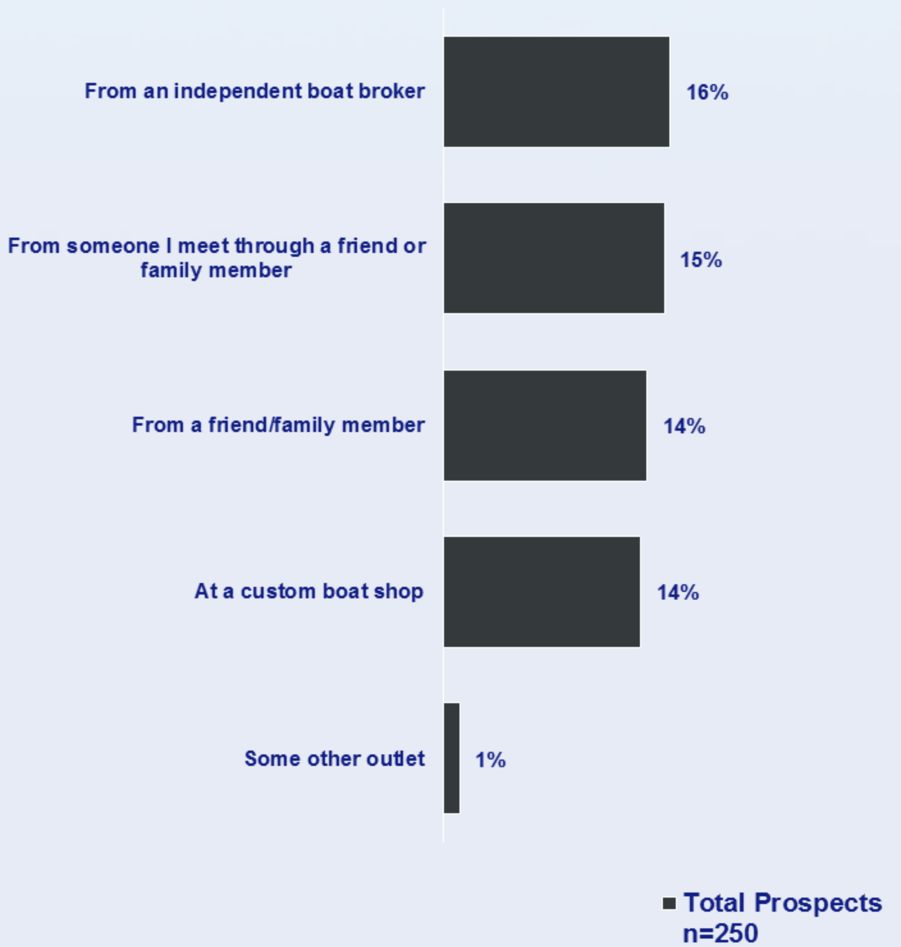




Source: Q47. How involved have any of the following been in your consideration of whether to buy a boat and/or which one to buy?; Q49. Thinking forward to when you expect to buy a boat, which, if any, of the following do you think will assist in the decision-making?

Expected Purchase Channels

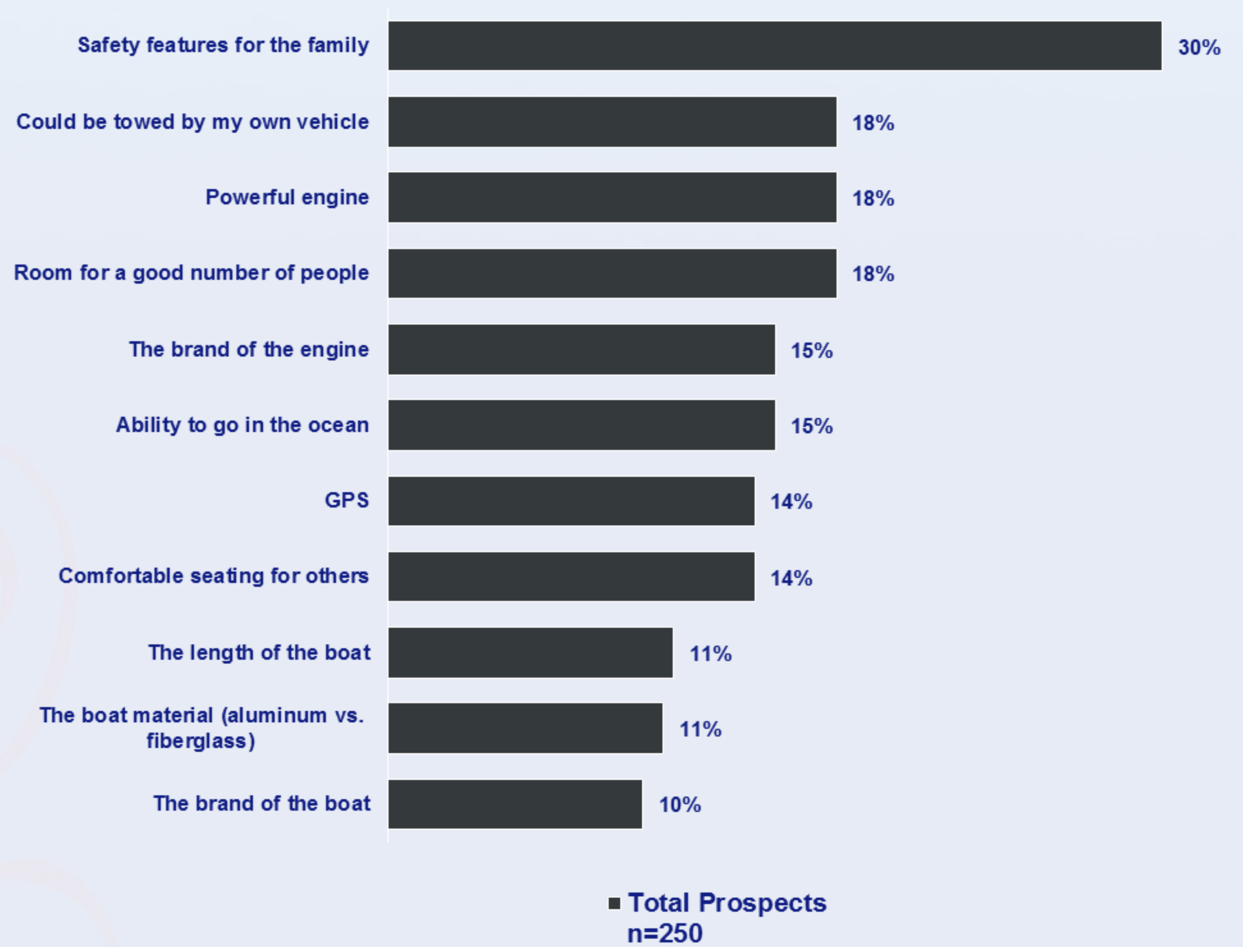
- About half expect to buy from a boat dealership, the largest channel for these prospects
  - Only 27% expect to buy from an online ad, although that is the single most common research activity undertaken.

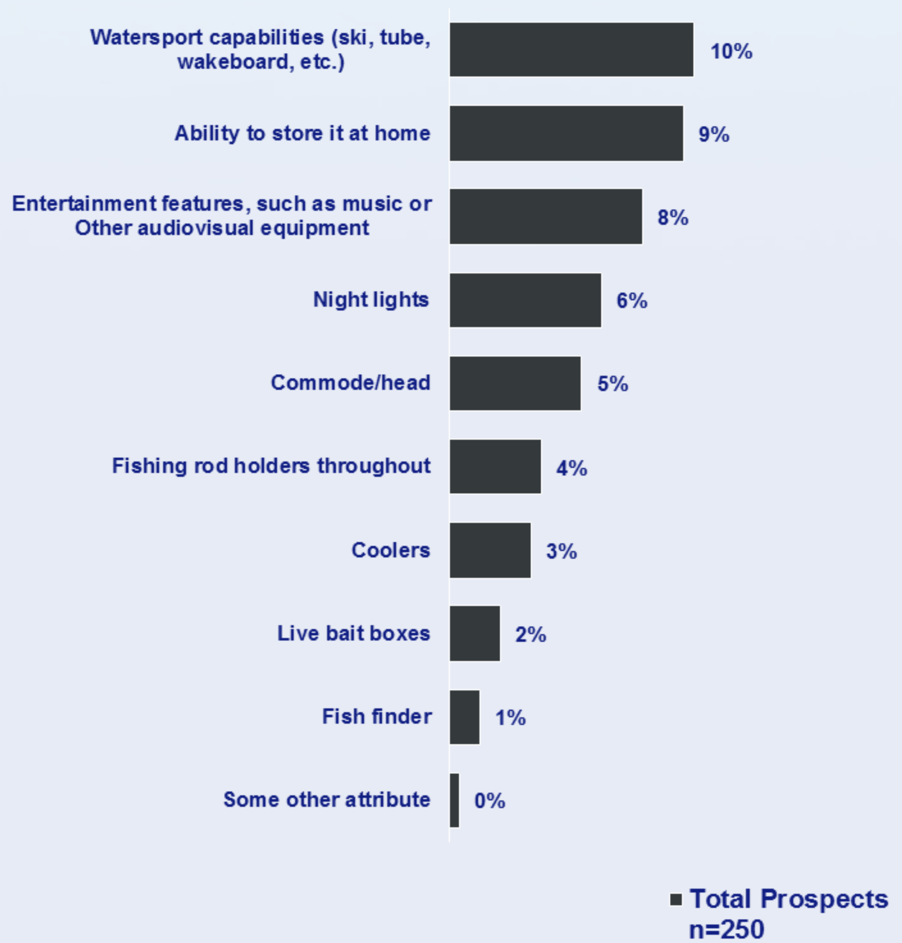


Source: Q48. Thinking forward to when you expect to buy a boat, which three of the following outlets do you think you will most likely purchase from?

Top Boat Attributes Desired

- Safety features top the list of attributes desired by prospects, followed by the ability to tow it, a powerful engine and that it has room for a good number of people
  - Entertainment capabilities, fishing-related and watersports-related elements are in the lesser half of importance for prospects





Source: Q50. Which of the following attributes are important in the boat that you are looking to buy?.; Q50a. Please rank the following attributes of the boat that you are looking to buy in importance. Ranked 1-3
Notes: A/B indicates significantly higher result than the dichotomous group at 90% confidence level.

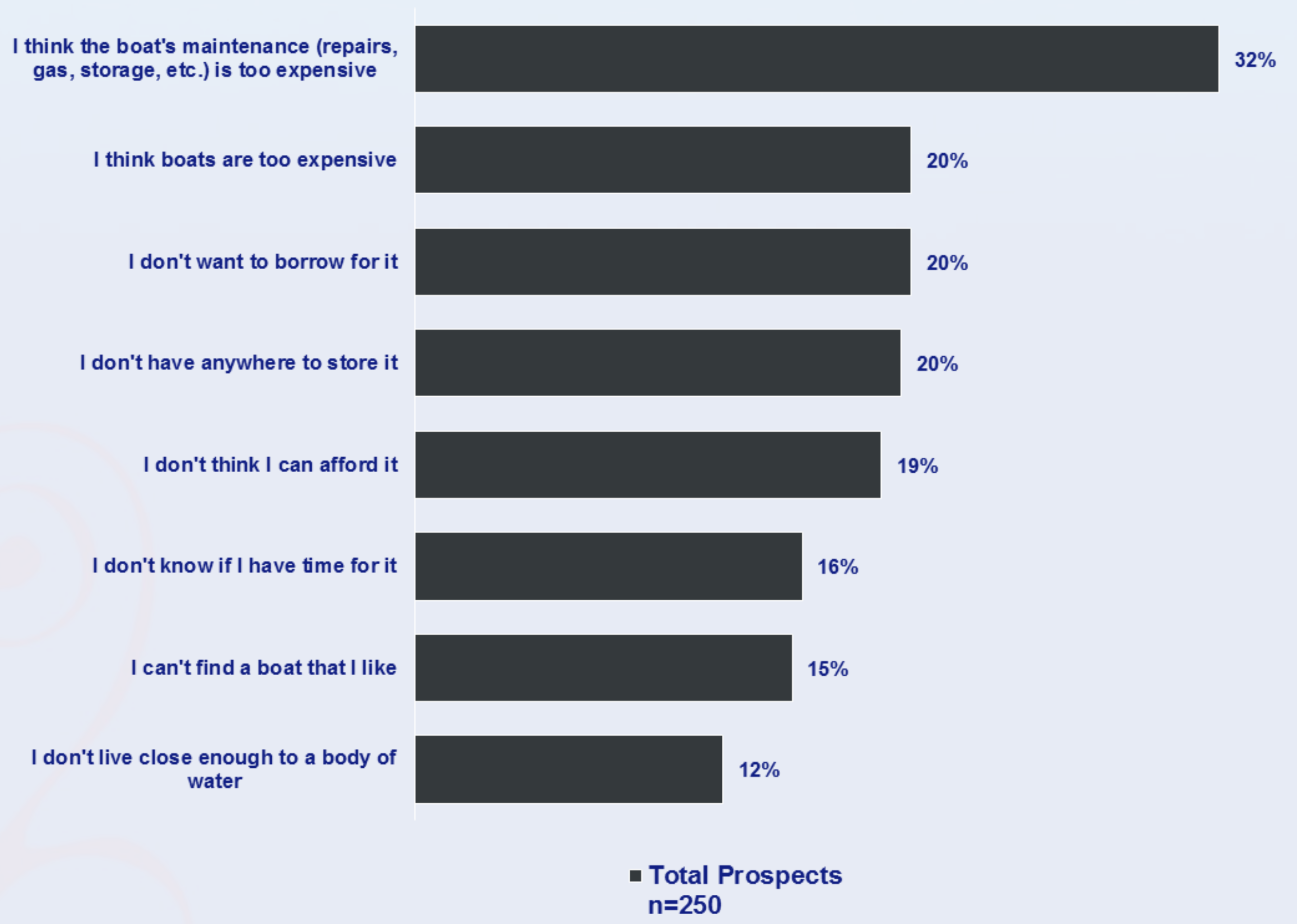
Importance of In-Store Attributes

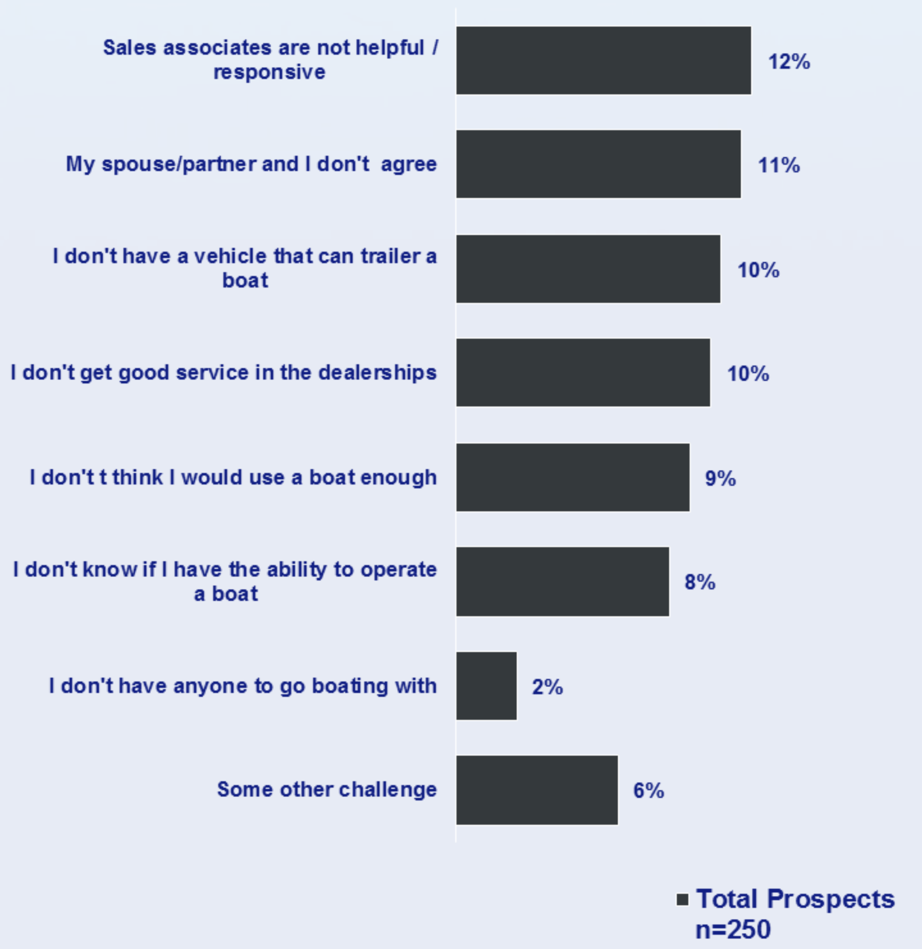
- Good pricing and a good deal are the most important attributes for those considering buying in a store

Source: Q51. Thinking forward to when you expect to buy a boat, how important are the following to you regarding the in-store experience, if you are considering buying at a store? (Top 2-Box)

Obstacles to Buying a Boat

- The ability to afford the boat and its maintenance are the largest obstacles to boat buying
  - Storage is an important secondary concern, as is having a vehicle that can tow it

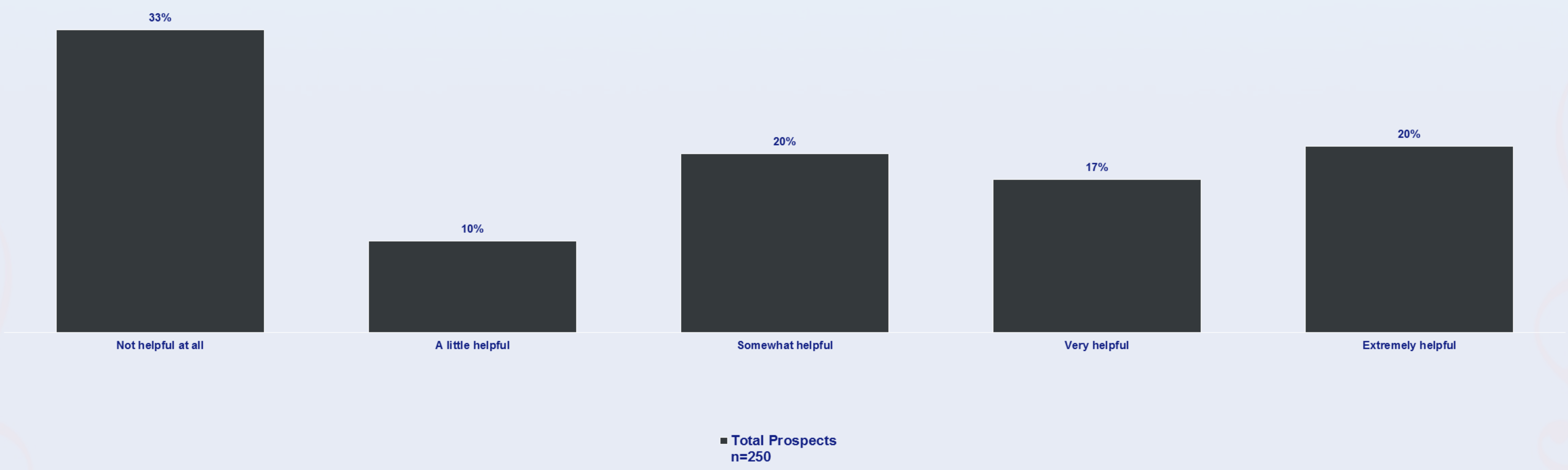




Source: Q52. Which do you think are the most important challenges in your pursuit of buying a boat?

Helpfulness of Spanish for Boat Buying

- Two-thirds (67%) think that Spanish will be at least a little helpful for the boat buying process and a good 37% think that Spanish will be very or extremely helpful



Source: Q53. How helpful, if at all, do you think it would be to be able to get information about the boats, boating and the boat buying process in Spanish?

Appendix: Demographics

Demographics

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	Total Owners n=337 (A)	Total Prospects n=250 (B)	Established Owners n=243 (C)	Recent Owners n=103 (D)
Language of Survey				
English	96% B	91%	97%	95%
Spanish	4%	9% A	3%	5%
Gender				
Male	53%	52%	53%	51%
Female	47%	48%	47%	49%
Age				
25-34	28%	35% A	23%	40% C
35-44	33%	40% A	29%	41% C
45-54	21% B	15%	25% D	11%
55-64	12% B	8%	14% D	7%
65 or older	6% B	2%	8% D	2%
Income				
Between $40,000 and $59,999	14%	25% A	18% D	7%
Between $60,000 and $79,999	16%	26% A	17%	15%
Between $80,000 and $99,999	16%	12%	15%	19%
Between $100,000 and $119,999	15%	14%	15%	17%
Between $120,000 and $149,999	16% B	8%	18% D	11%
Between $150,000 and $199,999	10% B	5%	9%	11%
Between $200,000 and $249,999	5%	5%	4%	9%
$250,000 or more	7%	6%	4%	13% C
Country of Birth				
United States	66%	67%	70% D	57%
Caribbean	12%	15%	12%	10%
Mexico	9%	8%	4%	18% C
South America	9%	6%	9%	8%
Central America	2%	3%	1%	4%
Other	2%	1%	2%	1%
Don't know	-	-	-	-
Refused	1%	1%	1%	2%

	Total Owners n=337 (A)	Total Prospects n=250 (B)	Established Owners n=243 (C)	Recent Owners n=103 (D)
Time in Country (Foreign-Born)				
Less than 5	5%	6%	4%	7%
5 to 9 years	1%	9% A	1%	-
10 to 14 years	7%	16% A	9%	5%
15 to 19 years	9%	5%	9%	9%
20 to 29 years	24%	22%	17%	34% C
30+ years	54%	43%	60%	45%
--	-	-	-	-
MEAN	30.4 B	26.1	33.2 D	26
Language Preference				
Spanish-Preferred	9%	12%	8%	14%
Only Spanish	1%	3%	1%	3%
Mostly Spanish, but some English	8%	9%	7%	11%
Both Spanish and English	34%	33%	25%	53% C
English-Preferred	57%	55%	67% D	33%
Mostly English, but some Spanish	31%	37%	37% D	17%
Only English	26% B	18%	30% D	16%
State of Residence				
California	20%	21%	22%	17%
Florida	15%	21% A	15%	17%
Texas	12%	17%	12%	13%
New York	9% B	4%	9%	9%
Illinois	4%	4%	3%	5%
Others	39%	33%	38%	40%

Demographics

	Total Owners n=337 (A)	Total Prospects n=250 (B)	Established Owners n=243 (C)	Recent Owners n=103 (D)
Persons in HH				
1	6%	6%	6%	5%
2	26%	21%	29% D	17%
3-4	53%	51%	49%	61% C
5-7	15%	20% A	14%	16%
8 OR MORE	1%	1%	1%	1%
--	-	-	-	-
MEAN	3.4	3.5	3.3	3.5
Children in HH				
Yes	60%	63%	53%	75% C
No	34%	31%	41% D	20%
Employment				
Full-time	81%	81%	78%	89% C
Part-time	6%	5%	7% D	3%
Unemployed/looking for work	1%	0%	1%	1%
Retired	8%	7%	10% D	5%
Housewife	3%	6%	5%	-
Student	1%	0%	-	2%
Marital Status				
Married/living with a partner	83%	78%	82%	84%
Single, never married	8%	13% A	8%	10%
Divorced	6%	7%	8% D	2%
Widowed	2%	1%	1%	4%
Prefer not to say	1%	1%	1%	-

	Total Owners n=337 (A)	Total Prospects n=250 (B)	Established Owners n=243 (C)	Recent Owners n=103 (D)
Education				
Some high school or less	2% B	0%	3%	1%
Graduated high school	6%	8%	6%	4%
Post High School Technical training/certificate	3%	6% A	4%	2%
Some college or other post high school, such as an Associate Degree	26%	25%	28%	23%
Graduated college with a Bachelor Degree	43%	40%	39%	52% C
Post graduate or beyond	19%	21%	20%	17%
Average Weekly Hours of TV				
Spanish	2.4	2.5	2	3.3 C
Bilingual	1.3	1.5	0.9	2.1 C
English	11	12.6	11.8 D	9.2
Average Weekly Hours of Radio				
Spanish	1.1	1.9 A	0.8	1.9 C
Bilingual	0.7	1.1	0.4	1.4 C
English	5.2	6.1	5.5	4.6
Average Weekly Hours of Print Media				
Spanish	1	0.7	0.7	1.6 C
Bilingual	0.6	0.4	0.3	1.5 C
English	2.8	3.3	2.5	3.5 C
Average Weekly Hours of Internet				
Spanish	1.2	1.1	0.8	2.3 C
Bilingual	0.8	0.8	0.4	1.6 C
English	7.2	10.1 A	7.4	6.8

The End

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