

# MARLIN MAGAZINE

STILL THE INDUSTRY STANDARD

## OWN

*MARLIN* readers OWN accessories

## BOAT

	<u>PERCENTAGE WHO OWN</u>
<b>Air Conditioning</b>	28.4%
<b>Anchor</b>	53.2%
<b>Bilge Pump</b>	53.2%
<b>Bimini Top/Enclosure/Cover</b>	34.2%
<b>Davits/Lift System</b>	11.7%
<b>Downriggers</b>	25.2%
<b>Fighting Chair</b>	21.2%
<b>Inflatable Boat</b>	16.7%
<b>Outriggers</b>	41.9%
<b>Survival Life Raft</b>	18.9%
<b>Tower</b>	15.3%
<b>Trailer</b>	32.07%
<b>Trim Tabs</b>	39.6%
<b>Watermaker/Desalinator</b>	5.9%

## POWER

<b>Generator</b>	26.1%
<b>Marine Battery</b>	52.7%
<b>Power Inverter</b>	16.2%

## OTHER

<b>Autopilot</b>	37.8%
<b>Binoculars</b>	52.3%
<b>Fire Extinguisher</b>	53.2%
<b>Flares/Distress Signals</b>	51.4%
<b>Radar</b>	48.2%
<b>Refrigerated Fish Box</b>	7.7%
<b>Satellite Communication</b>	10.8%
<b>Security System</b>	3.6%
<b>Weather Fax</b>	2.6%

Source: 2004 Clear Research Subscriber Survey