

MARLIN MAGAZINE

STILL THE INDUSTRY STANDARD

OWN

75.2% of *MARLIN* readers OWN a boat

Two or more boats owned **43.8%**

LARGEST BOAT

Currently owned

Length

20' and under	12.2%
21' – 29'	35.9%
30' – 39'	26.9%
40' – 49'	16.7%
50' or over	8.3%

Mean: 36'

Price

Mean: \$211,354

Type

Convertible	28.7%
Center Console	26.2%
Express	14.0%
Walkaround	9.1%
Cuddy Cabin	7.9%
Other	14.0%

Source: 2004 Clear Research Subscriber Survey

PURCHASE PLAN

**41.3% of MARLIN readers
PLAN TO BUY a boat in the next 24 months**

Power	Inboard – Diesel	51.3%
	Inboard – Gas	1.3%
	Sterndrive	1.3%
	Not Sure	12.5%
Length	20' and under	7.8%
	21' – 29'	36.4%
	30' – 39'	24.7%
	40' – 49'	18.2%
	50' and over	13.0%
	Mean: 33.2'	
Price ESTIMATED TO SPEND	\$100,000 – \$199,000	21.9%
	\$200,000 – \$499,000	23.3%
	\$500,000 and more	15.1%
	Mean: \$429,288	
Type of Boat	Convertible	27.8%
	Center Console	20.3%
	Express	15.2%
	Walkaround	8.9%
	Not Sure	27.8%

Source: 2004 Clear Research Subscriber Survey