

**OWN**

**MARLIN boat owners own marine electronics**

**GPS**

Fixed-mount	83.3%
Handheld	50.6%

**VHF**

Fixed-mount	87.7%
Handheld	50.0%

**Video Fish Finder**

**81.5%**

**Electronic Chart Plotter**

**51.2%**

**Track Plotter**

**27.2%**

**Radar**

**58.0%**

**Autopilot**

**45.7%**

**Satellite Communication**

**13.0%**

**Onboard Computer**

**8.0%**

**SSB**

**13.6%**

**Electronic Compass**

**12.8%**

**EPIRB**

**34.6%**

Base: Boat owners

Source: 2004 Clear Research Subscriber Survey