

MARLIN MAGAZINE

STILL THE INDUSTRY STANDARD

OWN

MARLIN readers OWN accessories

BOAT

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

POWER

Generator	26.1%
Marine Battery	52.7%
Power Inverter	16.2%

OTHER

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

Source: 2004 Clear Research Subscriber Survey