

MARLIN MAGAZINE

STILL THE INDUSTRY STANDARD

PROFILE

47.4% of MARLIN readers will use the BROKERAGE section to buy a boat

34.9% will purchase a used boat

41.0% are undecided between new and used

15.2% purchased in the last 12 months

OWN

47.6% of MARLIN readers purchased their second largest boat USED

Length	36'
Cost	\$211,354

Number of Boats Owned

1 – 2	56.7%
3 – 4	14.7%
5 or more	3.7%

PURCHASE PLAN

Amount planned to spend on next boat	\$429,288
Plan to buy a boat in the next 24 months	41.3%

Source: 2004 Clear Research Subscriber Survey