CHARTING A COURSE FOR GROWTH

Handbook for Dealers

March 2026

© Ipsos | Discover Boating Growth Strategy I Client Use Only

Contents

Background & Objectives

Discover Boating partnered with Ipsos, a Market Research and Consultancy specialist, to gain strategic insights on the evolving dynamics of recreational boating. This collaboration aimed to help Discover Boating understand the landscape today, trends that will shape recreational boating, and actions to take to retain and grow the category.

To achieve these objectives, Ipsos conducted qualitative interviews with industry leaders and quantitative research with current and potential boat owners.

#1

Uncover macro forces affecting today's consumer that will impact the boating category and broader operating context

#2

Highlight how the Boat Owner has changed, focusing on how they access boating, learn, are influenced, and make purchases & who the Owner of Tomorrow will be

#3

Explore and identify predictive factors that indicate likelihood to own a recreational boat

How to use this handbook

This handbook synthesizes our comprehensive insights for Discover Boating into two sections of practical insights and recommendations:

1) **Today's Boating Landscape**: An overview of who current and potential boaters are, with detailed profiles on the most promising prospects
2) **Futureproofing analysis and recommendations** for Discover Boating, Manufacturers, and Dealers to connect more effectively with boaters over the next 3 years.

We recommend that Manufacturers and Dealers begin by reviewing the Executive Summary, followed by the "Today's Boating Landscape" section. They can then proceed to explore the profiles, insights, and strategic recommendations relevant to their specific interests.

EXECUTIVE SUMMARY

Selection of key insights from the handbook

Defining our Target Boaters

To understand how to reach our target audiences and grow the recreational boating category, the industry needs to know who today's boat owners are and who could become owners in the future. Through our research, we have **defined two primary groups of targets**: **Current Owners** and **Prospective Owners.**

These groups are fundamentally different in their relationship with boating: one group already participates in the category while the other represents our high potential new buyers to grow the category. Each group has distinct needs, motivations, barriers that require tailored approaches to effectively engage them.

Across these two primary groups, we have identified further clusters (6 in total) that allow for even more precise targeting at specific touchpoints in the consumer's boating journey.

Across these two primary groups, we identified six clusters of Target Boaters

Target Boaters clusters include both Current and Prospective Owners, and are mapped to Discover Boating, Dealers, and/or Manufacturers for targeted action

CURRENT OWNERS

People who currently own at least one boat

ESTABLISHED OWNERS

*Purchased their main boat **prior** to 2020*

RECENT BUYERS

*Purchased their main boat **after** 2020*

Focus for..

Dealers *Manufacturers* *Discover Boating*

PROSPECTIVE OWNERS

People who may be interested in owning a boat in the future

---------------REACH & INSPIRE ---------------ENGAGE ------------------ CONVERT

COST-CONSCIOUS

Interested, but are not as financially ready; open to alternative access models

Focus for..

Discover Boating

TIME-PRESSED

Core barrier is lack of time; open to alternative access models

Focus for..

Discover Boating

INEXPERIENCED

Have the means, but feel they need more experience, support and knowledge

Focus for..

Dealers *Manufacturers*

Discover Boating (Hand Raisers)

SALES READY

Fewest barriers experienced; ready to buy

Focus for..

Dealers *Manufacturers*

Current and Prospective Owners have some key differences

Prospective Owners tend to be younger, have lower income, and turn to peer-driven digital channels to engage with boating

CURRENT OWNERS

People who currently own at least one boat

- Older, higher income, more educated
- Have more positive outlook on personal finances
- Value boat manufacturer websites, online articles/reviews, dealer websites as main resources

PROSPECTIVE OWNERS

People who may be interested in owning a boat in the future

- Younger, lower income, less educated
- Higher engagement with boats via charters and rentals
- Friends and family, YouTube, and social media play a bigger role when it comes to key information resources

Prospective Owners are also varied in their background, needs, and readiness for recreational boating

Data overviews for each Prospective Owner Target are presented in the following pages, with more data available in the appendix

DISCOVER BOATING

REACH & INSPIRE

DISCOVER BOATING Dealers Manufacturers

ENGAGE

Dealers Manufacturers

CONVERT →

COST-CONSCIOUS

Interested, but are not as financially ready; open to alternative access models

Prospects who are looking to **purchase in the next 1-5 years.** They **are less likely to be advance or expert boater**s and are **mostly concerned with costs**, considering not only the initial cost of the boat but **also the storage and ongoing maintenance** for the vehicle.

TIME-PRESSED

Core barrier is lack of time; open to alternative access models

Prospects are **Millennials and Gen X**, majority **living in the South**. They **are less concerned about the cost or their experience with boating**, and **more concerned having enough time** to use the boat.

INEXPERIENCED

Have the means, but feel they need more experience, support and knowledge

Prospects who are **close to a sales discussion** and are **Gen Z or Boomers** with 25% of their income as discretionary. They **reside mainly in the Northeast** and **have novice to beginner boating experience**.

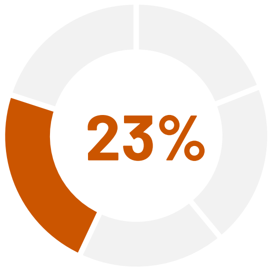
SALES READY

Fewest barriers experienced; ready to buy

Prospects who **are ready for a sales discussion** are **millennials** with **kids in the home** and at least 50% of their income is discretionary. They **reside in the west and south** and have at least some experience boating.

Focus for **Dealers**

INEXPERIENCED



KEY OVERVIEW

Inexperienced are prospects who are ready for a sales discussion are Gen Z or Boomers with 25% of their income as discretionary. They reside mainly in the Northeast and have novice to beginner boating experience. They are still trying to decide what type of boat to buy and are ready to buy in the next 1-2 years.

KEY DEMOGRAPHICS

61% Male

38% Female

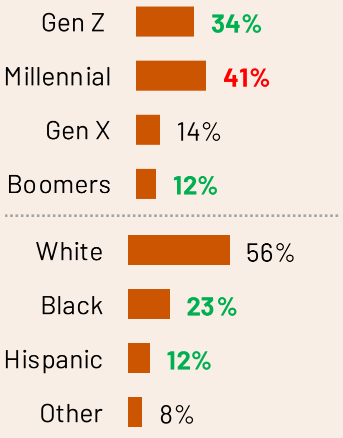
42% Children in HH

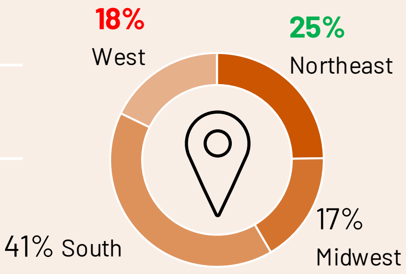
$68.5k Avg. Income

Discretionary Income

56%	75% necessities / 25% discretionary
20%	50% necessities / 50% discretionary

37 Avg. Age



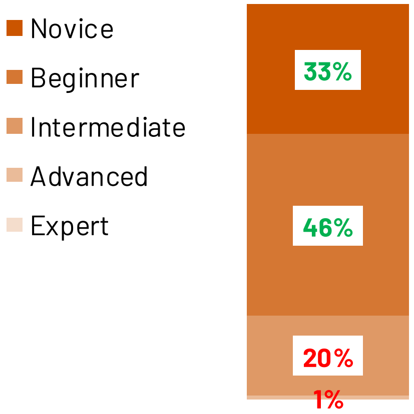


Miscellaneous Demographic Question, S1b, B3, HQS5, S5b, B1, B4, B2, C9, C9b

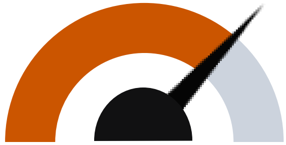
● Over Index to Total Prospects (≥120%)
● Under Index to Total Prospects (≤ 80%)

Indexing reported if Total Prospects %=5%+

KNOWLEDGE LEVEL



LIKELIHOOD TO BUY BOAT



72%
Likely to buy on average

PURCHASE TIMEFRAME

35% Next 1-2 years

TOP BOATS INTERESTED IN

25%	Freshwater fishing boat
19%	Yacht
17%	Fish-and-ski boat

'DISCOVER BOATING'

16% Aware of 'Discover Boating'

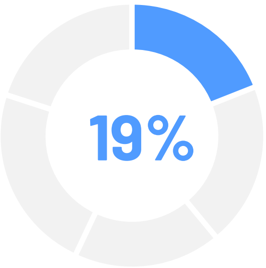
Aware of Discover Boating (n=18)*
**Base too low to report (n<30)*

ESTIMATED BOAT BUDGET

$ 70.9k
Average Budget

BARRIERS

SALES READY



KEY OVERVIEW

Sales Ready are prospects who are ready for a sales discussion are millennials with kids in the home and at least 50% of their income is discretionary. They reside in the west and south and have at least some experience boating. With a high income they have few barriers and are ready to buy in the next 12-24 months.

KEY DEMOGRAPHICS

64% Male

36% Female

68% Children in HH

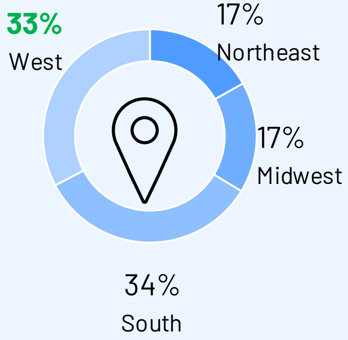
$80.1k Avg. Income

Discretionary Income

34%	75% necessities / 25% discretionary
34%	50% necessities / 50% discretionary
20%	25% necessities / 75% discretionary

34 Avg. Age

Gen Z	21%
Millennial	67%
Gen X	11%
Boomers	1%
White	75%
Black	11%
Hispanic	9%
Other	4%



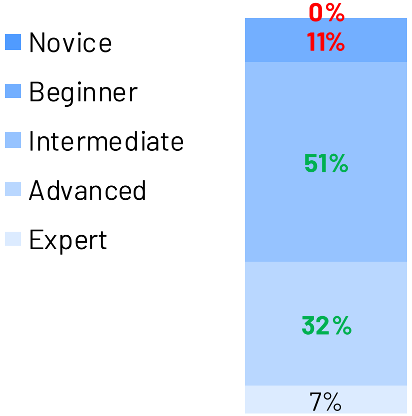
Miscellaneous Demographic Question, S1b, B3, HQS5, S5b, B1, B4, B2, C9, C9b

● Over Index to Total Prospects (≥120%)

● Under Index to Total Prospects (≤ 80%)

Indexing reported if Total Prospects %=5%+

KNOWLEDGE LEVEL



LIKELIHOOD TO BUY BOAT

84%

Likely to buy on average

ESTIMATED BOAT BUDGET

$99.6k

Average Budget

PURCHASE TIMEFRAME

47% Next 12 months

46% Next 1-2 years

TOP BOATS INTERESTED IN

40%	Jet boat
37%	Sailboat
35%	Freshwater fishing boat

'DISCOVER BOATING'

34% Aware of 'Discover Boating'

47%	An online resource for learning about boating and boat ownership
44%	An organization for promoting the boating lifestyle
31%	A boat dealership or a chain of boat stores
25%	A boating magazine or TV show
19%	A specific brand of boat
16%	A boat club or rental service

Aware of Discover Boating (n=32)

BARRIERS

COST (Net)	62%
Initial purchase price is too high	33%
Concerned about ongoing costs of maintenance and upkeep	25%
Concerned about the cost of storage	19%
EXPERIENCE (Net)	58%
Not sure where I would store it	23%
Concern about the environmental impact	18%
Don't feel I have enough knowledge or experience to operate a boat	13%
Not sure what type of boat is right for me	12%
I don't feel I have enough time to use it regularly	7%

We also identified 3 Macro Forces that not only impact consumers, but also the needs and expectations of Target Boaters and how they engage with the category

These Macro Forces will also have implications on how Manufacturers, Dealers, and Discover Boating connect with their Target Boaters

Macro Forces and its resulting Drivers of Change

Economic Uncertainties

1. Increasing Cost of Living and Fragmented Labor Market
2. Economic Optimism and Luxury Spending
3. Changing Definition of Ownership

Social Reconfiguration

1. Growing Diversity and Generational Shift
2. Value Reprioritization and Delay in Traditional Milestones
3. Mindful and Purposeful Living

Tech-Celeration

1. Increased Digital Usage in All Aspects of Life
2. Openness to New Technology
3. Social Media as a Source of Influence

Key Takeaways for: Dealers

Relevant Target Boaters

- **Current Owners (Established & Recent)**
- **Inexperienced**
- **Sales-ready**

Ways to Connect

- Improve **transparency** through clear service and maintenance plans that offer **a fixed, predictable cost for routine maintenance**
- Collaborate with **local organizations** and provide **owners opportunities to engage**
- Host fun and low-commitment local **on-water events** that give prospective boaters a firsthand taste of the boating experience
- Offer **introductory boating and safety courses** in accessible local areas, open to anyone interested in getting into boating
- Ensure the digital experience is **seamlessly connected to the in-person journey**, and be prepared to engage highly informed customers
- Develop **highly engaging, mobile-friendly website** tools that allow users to easily compare models or guide them to the best fit for their needs

Further implications are detailed within the individual Target Cluster profiles in the Futureproofing section.

TODAY’S BOATING LANDSCAPE

Understanding Current and
Prospective Owners

CURRENT BOAT OWNERS

Profiles of who they are today, their needs and motivations

Let's take a look at current boat owners...

CURRENT OWNERS

People who currently own at least one boat

ESTABLISHED OWNERS

*Purchased their main boat **prior** to 2020*

RECENT BUYERS

*Purchased their main boat **after** 2020*

Focus for..

Dealers
Manufacturers
Discover Boating

PROSPECTIVE OWNERS

People who may be interested in owning a boat in the future

----------------REACH & INSPIRE ----------------ENGAGE ------------------ CONVERT

COST-CONSCIOUS

Interested, but are not as financially ready; open to alternative access models

Focus for..

Discover Boating

TIME-PRESSED

Core barrier is lack of time; open to alternative access models

Focus for..

Discover Boating

INEXPERIENCED

Have the means, but feel they need more experience, support and knowledge

Focus for..

Dealers
Manufacturers
Discover Boating (Hand Raisers)

SALES READY

Fewest barriers experienced; ready to buy

Focus for..

Dealers
Manufacturers

There are two main segments of Current Owners, distinguished by how recently they purchased a boat

ESTABLISHED OWNERS

Purchased their main boat **prior** to 2020

RECENT BUYERS

Purchased their main boat after to 2020

LESS RECENT

Purchased their main boat **between** 2021-2023

PAST TWO YEARS BUYERS

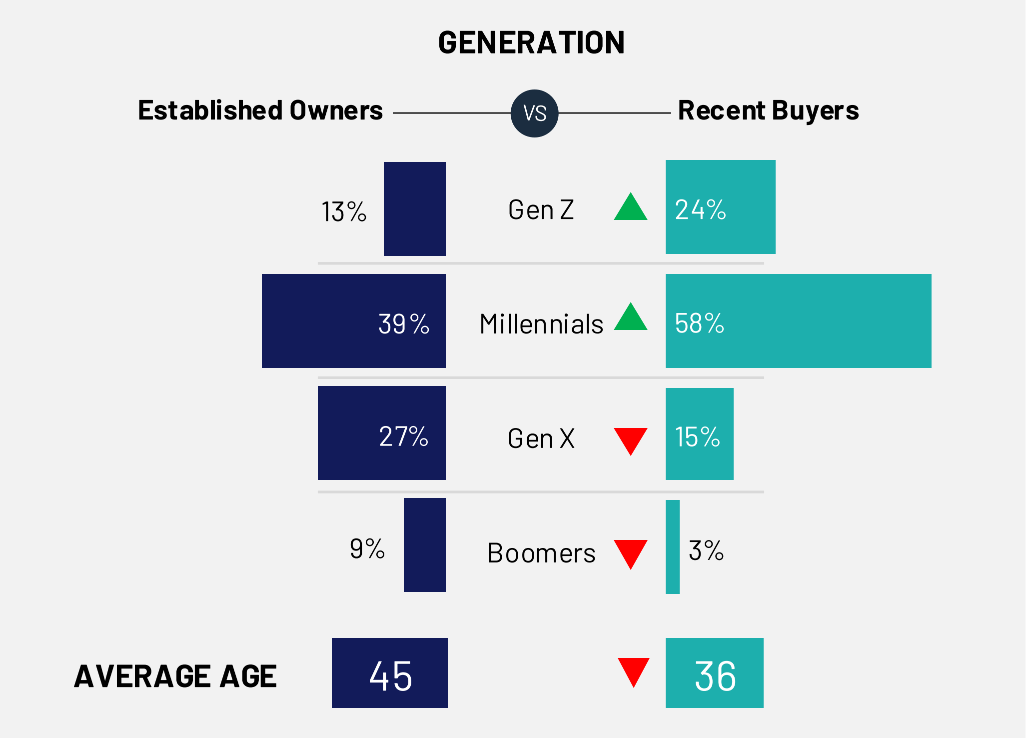
Purchased their main boat **between** 2024-2025

2020

2023

2025

Recent Buyers are different: they are younger, more diverse, and more affluent compared to the Established Owner



		Established Owners	Recent Buyers	
AVERAGE INCOME		$96k	$111k	
ETHNICITY	WHITE	73%	67%	
	HISPANIC	9%	14%	
	AFRICAN AMERICAN	10%	16%	
KIDS IN HH		45%	70%	▲
BACHELOR DEGREE		22%	35%	▲
VOC. DEGREE		38%	64%	▲

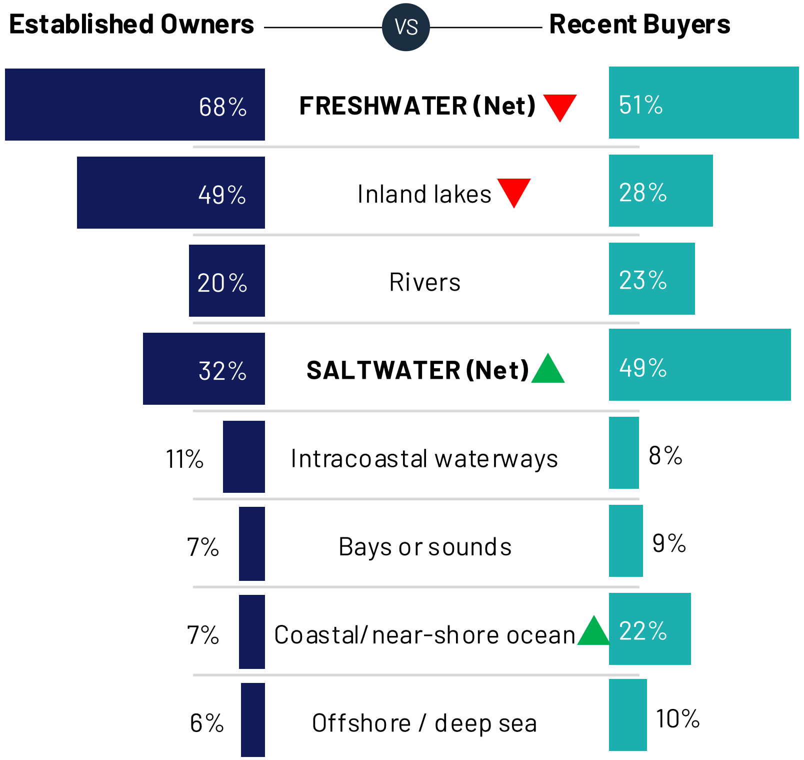
Base: Established Owners (n=82), Recent Buyers (n=418)
Miscellaneous Demographic Questions
QS1C.VOC_YN. Have you ever completed a certificate or diploma from a vocational school, trade school, or apprenticeship program? This includes programs for skilled careers like automotive repair, plumbing, electrical work, carpentry, cosmetology, culinary arts, etc.

▲▼ Indicates statistically greater or less than Established Owners at 90% confidence

Recent Buyers spend time in fresh and saltwater and do so more frequently than Established Owners. Recent Buyers also use their boat in various ways compared to Established Owners, who tend to fish and relax

LOCATION

__Recent First Time Buyers__ (40%) are more likely to use Inland lakes than Repeat Buyers



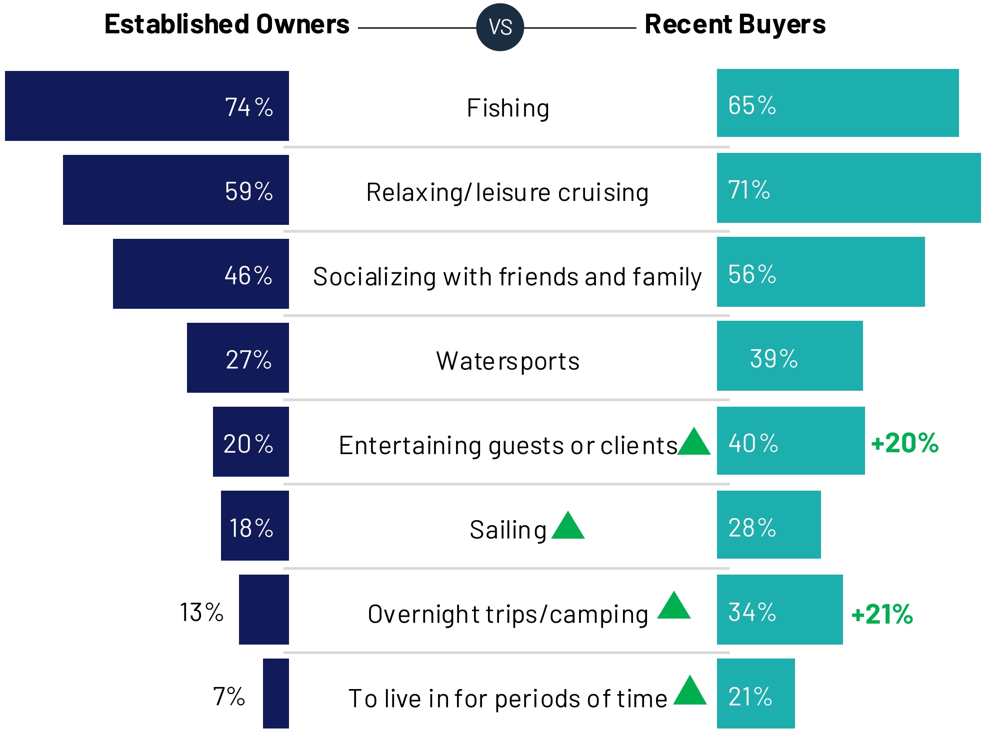
BOATING MONTHLY+

Established Owners **73%**

Recent Buyers **89%** ▲

HOW USED

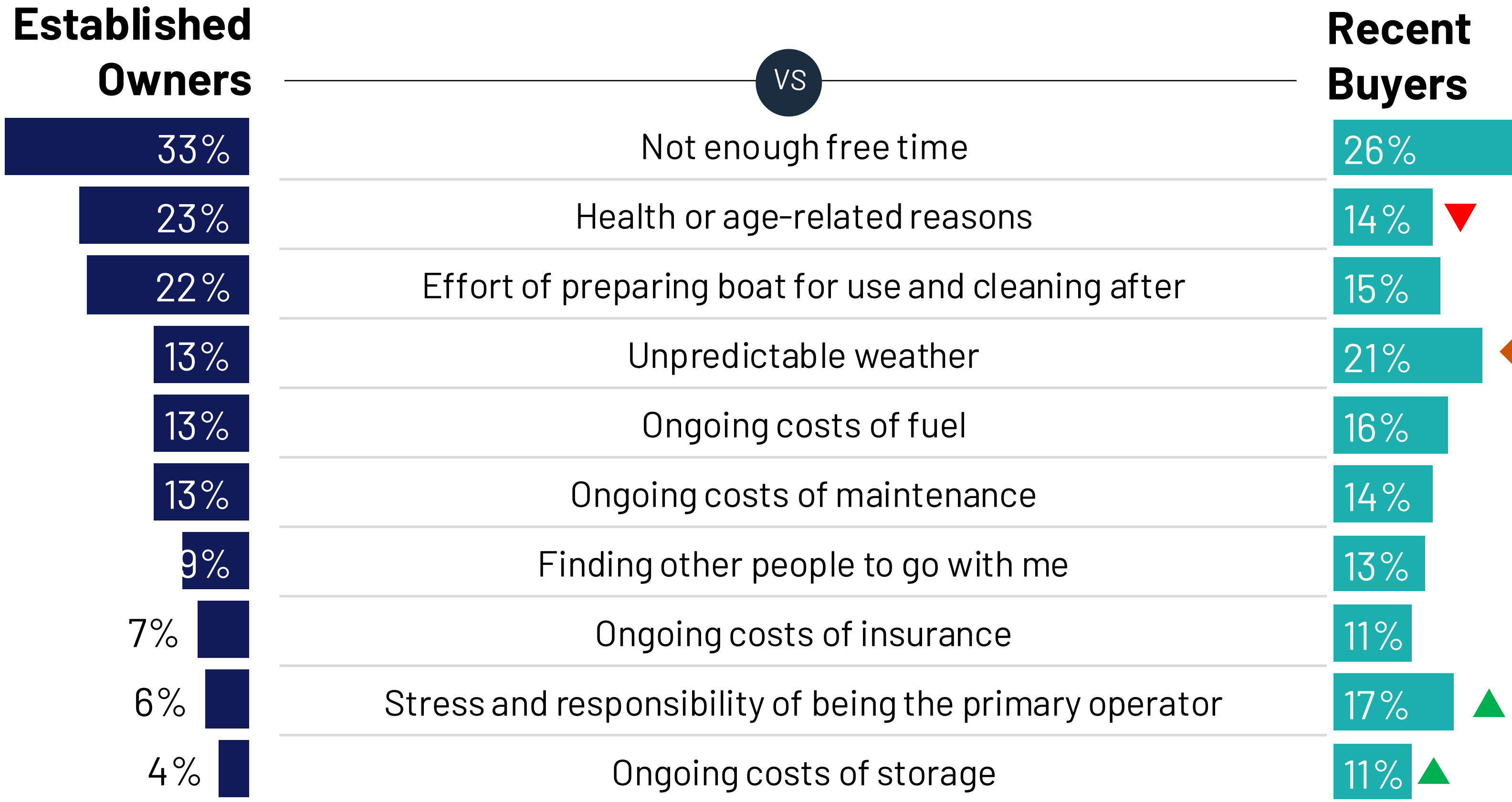
Almost half of __More Recent Buyers__ (Past Two Years) are more likely to use their boats for Watersports and Entertaining Guest or Clients



Base: Established Owners (n=82), Recent Buyers (n=418)
QA0a. Thinking specifically about the main boating season (i.e., the warmer months when you typically use/used your boat), how often do/did you use your boat?
QA1. Where do/did you primarily use your boat?
QA4. Thinking about all the ways your boat is/was used (by you, your family, or friends), what are the activities it is/was typically used for?

▲▼ Indicates statistically greater or less than Established Owners at 90% confidence

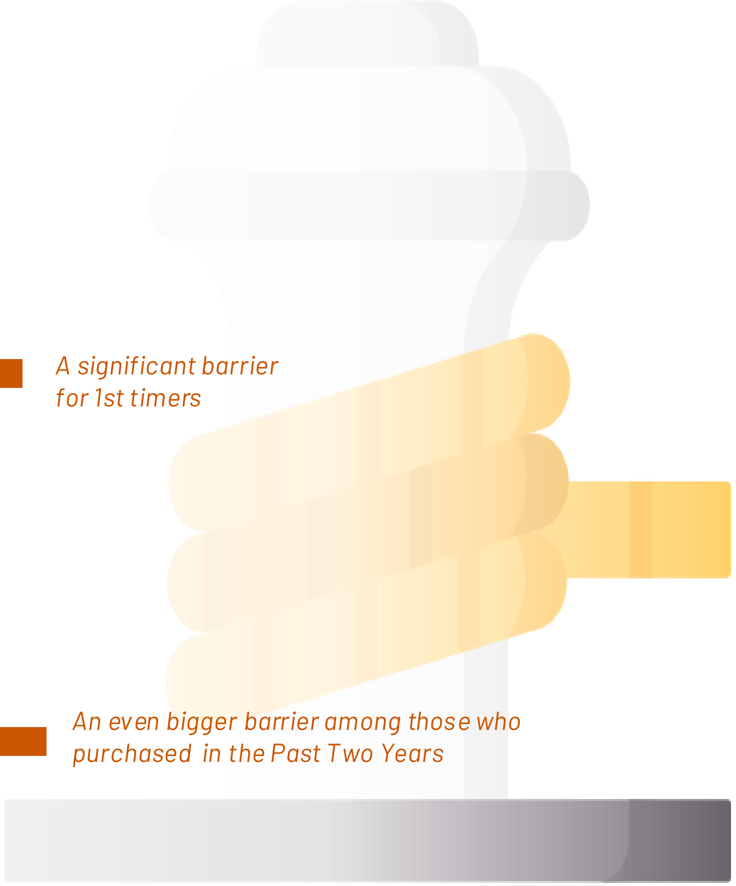
However, all boat owners experience barriers anchoring them to shore. For the Established Owner, the barriers are physical (health, effort), while Recent Buyers face more mental barriers (stress)



Established Owners	VS	Recent Buyers
33%	Not enough free time	26%
23%	Health or age-related reasons	14% ▼
22%	Effort of preparing boat for use and cleaning after	15%
13%	Unpredictable weather	21%
13%	Ongoing costs of fuel	16%
13%	Ongoing costs of maintenance	14%
9%	Finding other people to go with me	13%
7%	Ongoing costs of insurance	11%
6%	Stress and responsibility of being the primary operator	17% ▲
4%	Ongoing costs of storage	11% ▲

A significant barrier for 1st timers

An even bigger barrier among those who purchased in the Past Two Years



Base: Established Owners (n=82), Recent Buyers (n=418)
QD6. What prevents you from using your boat more often?

▲▼ Indicates statistically greater or less than Established Owners at 90% confidence

A prevailing theme across all Boat Owners is 'the water gene,' suggesting that exposure and experience to boating and water correlate with ownership

A Desire to be on the Water

Engagement with boats via charters and rentals jumps from **17% to 27%** among 2020 vs 2024 Buyers and is significantly higher among Prospects

Boating-adjacent Activities

Such as paddle boarding, fishing , canoeing or kayaking are more common among Owners

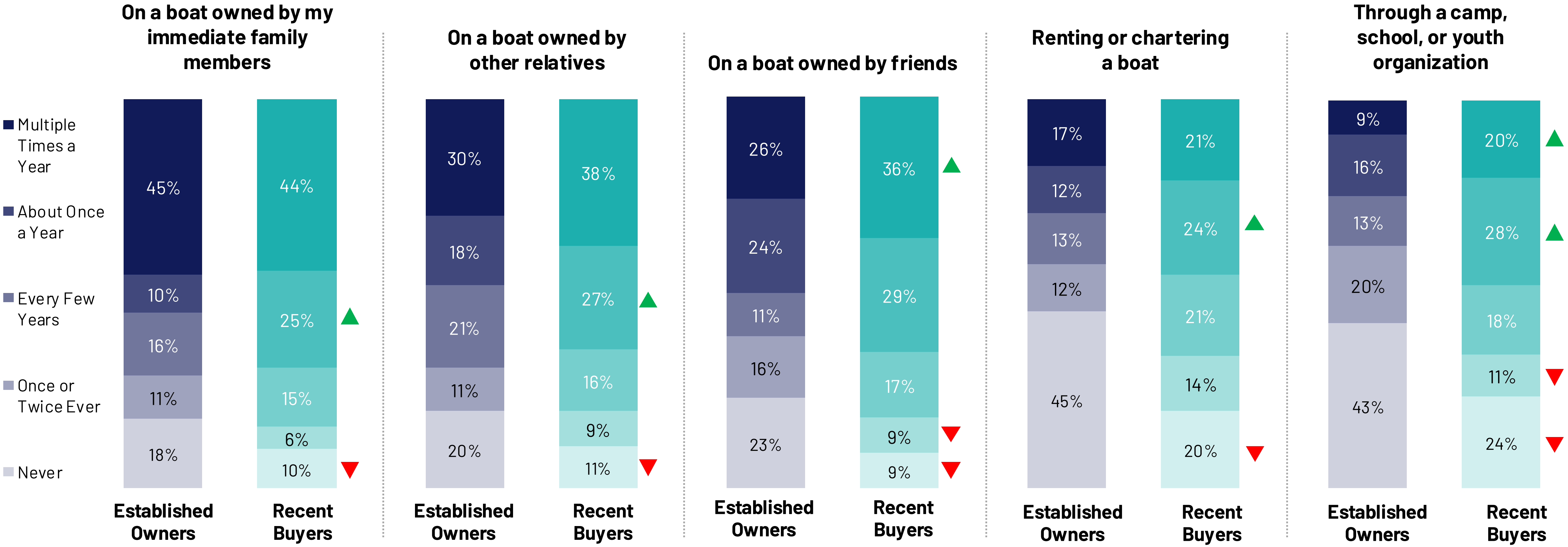
Outdoor Activities

Specifically skiing, snowboarding, rock climbing, backpacking are more common among Owners

Childhood Experiences

Buyers who purchased post 2020 are more likely to say they had **frequent exposure as a child** and have some of their **best memories on the water**

But exposure to the water gene does not have to be through your immediate family nor childhood – it can also come from friends or outdoor recreation experienced throughout life, especially among Recent Buyers



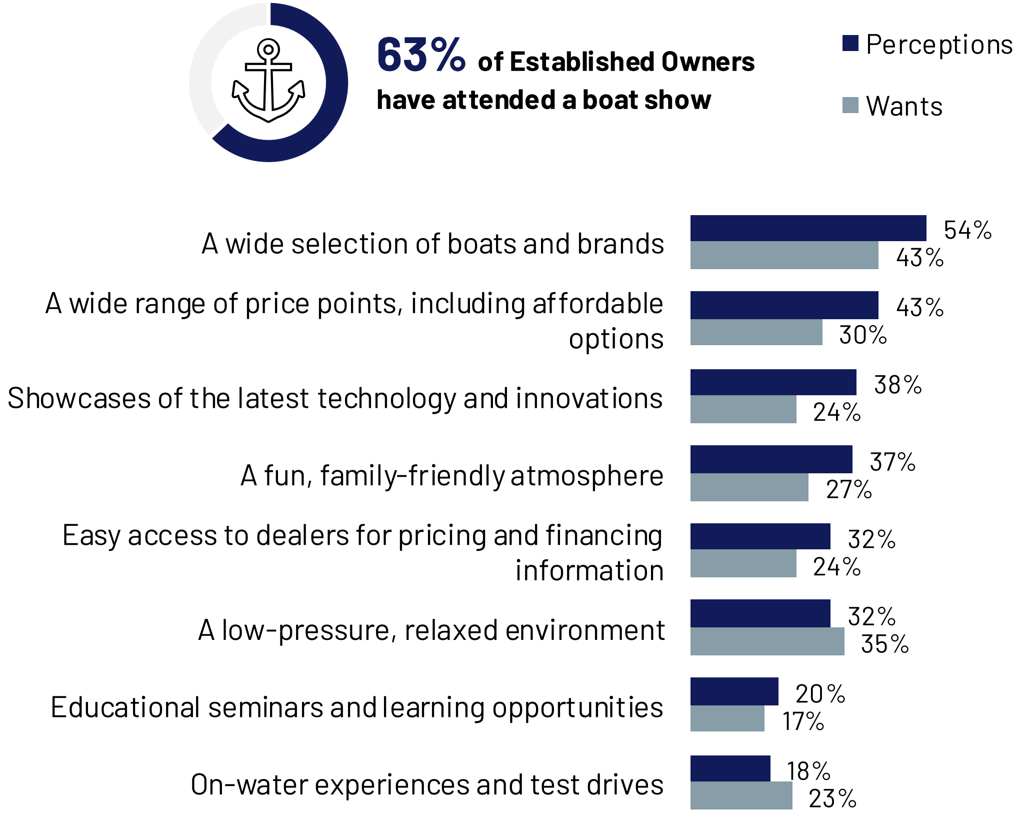
Base: Established Owners (n=82), Recent Buyers (n=418)
QD3. Still thinking about your childhood and teenage years, how often, if at all, did you go boating in the following ways?

▲▼ Indicates statistically greater or less than Established Owners at 90% confidence

As the consumer evolves, boat shows need to as well. They are no longer a place just for brokering deals, but an opportunity for enthusiasm, experience, and education

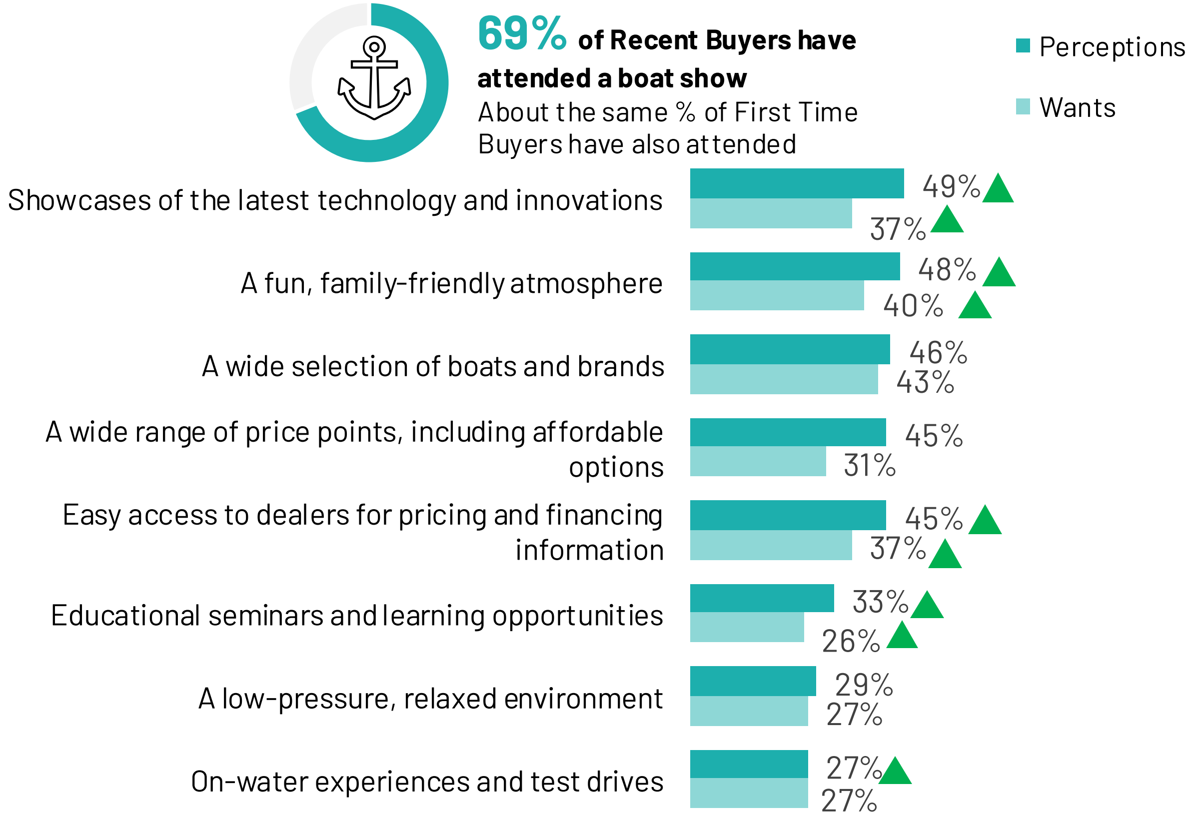
BOAT SHOW ATTENDANCE / PERCEPTIONS AND WHAT IS WANTED FROM BOAT SHOWS

63% of Established Owners have attended a boat show



69% of Recent Buyers have attended a boat show

About the same % of First Time Buyers have also attended

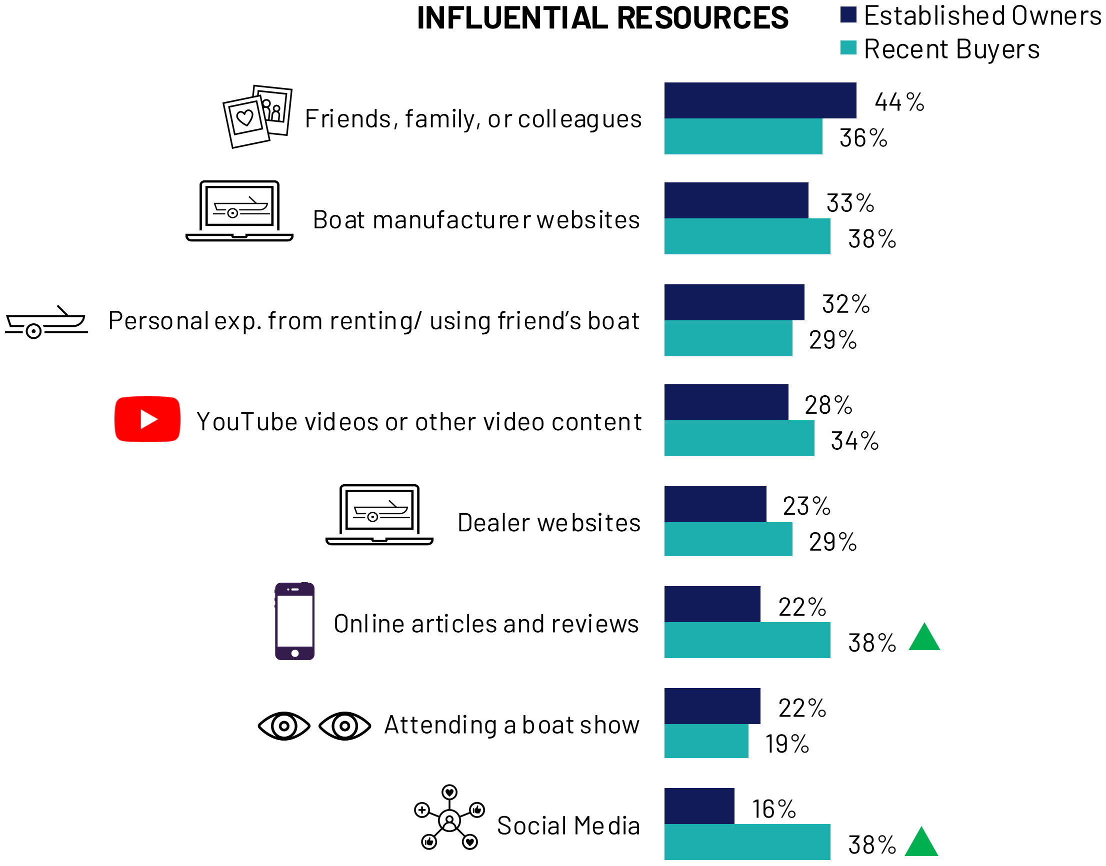


Base: Established Owners (n=82), Recent Buyers (n=418)
QC5. Have you ever attended a recreational boat show? C6. What is your overall perception of boat shows?
QC6b. And, now thinking about what would make a boat show most valuable to you, which of the following features or experiences are most important?

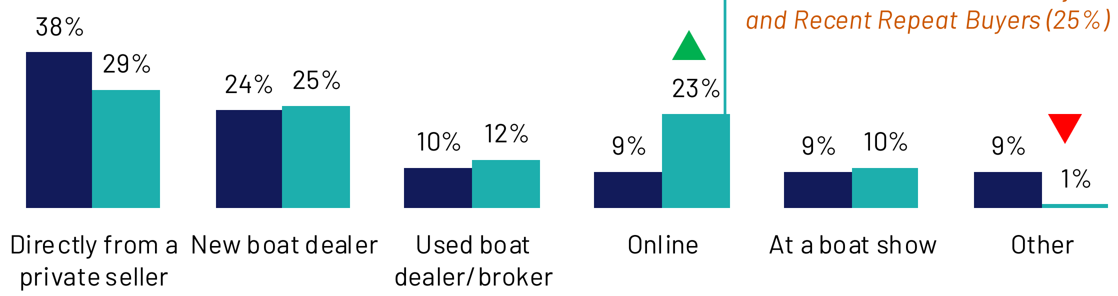
▲▼ Indicates statistically greater or less than Established Owners at 90% confidence

The purchase journey has also fundamentally shifted from relationship-driven to digital-driven, with Recent Buyers using an array of online content for research

INFLUENTIAL RESOURCES

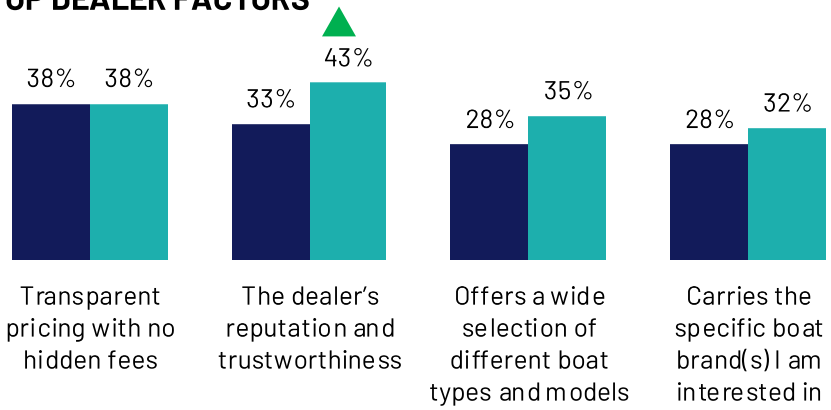


PURCHASE CHANNEL



***Online purchases** were even more common Past Two Years Buyers (27%), and Recent Repeat Buyers (25%)*

TOP DEALER FACTORS

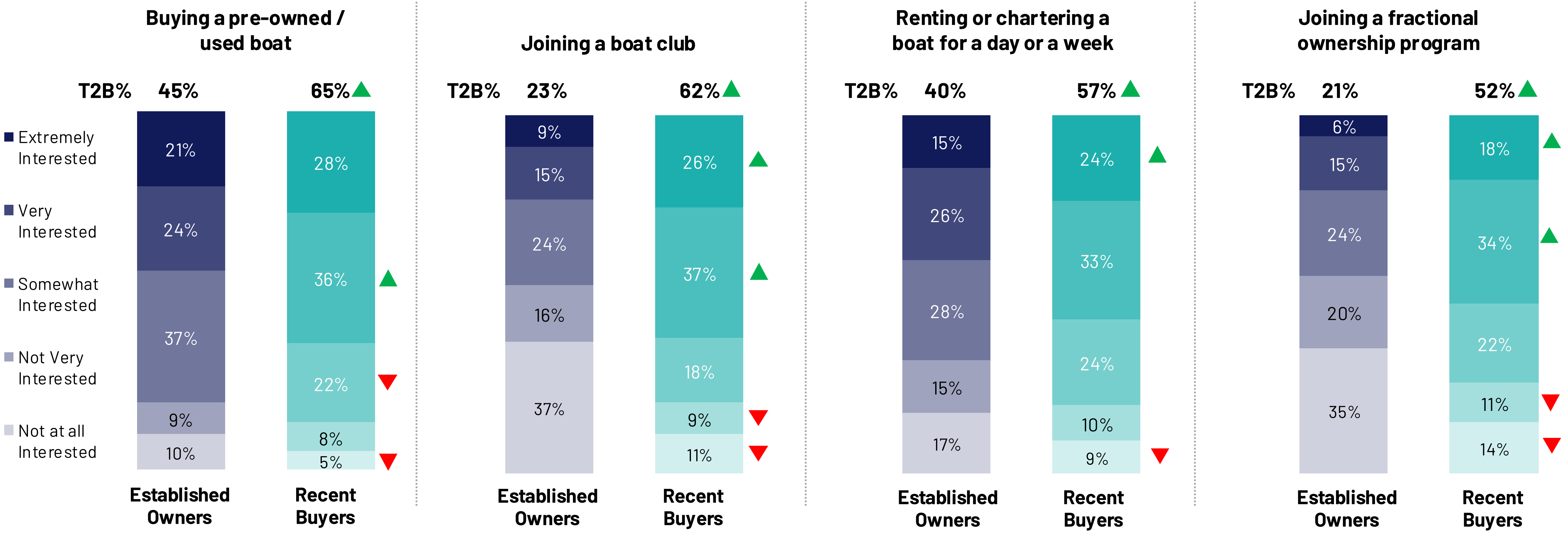


*Past Two Years Buyers are looking a dealer that has the **specific boat brand** they are looking for (41%) vs. 27% among Less Recent Buyers.*

Base: Established Owners (n=82), Recent Buyers (n=418)
QC1. Where did you purchase your / would you plan to purchase your boat?
QC3. When researching a potential boat purchase, which of the following resources are most influential to you?
QC4. And when it comes to choosing a specific dealer or seller, which of the following factors are most important in your decision?

▲▼ Indicates statistically greater or less than Established Owners at 90% confidence

For Recent Buyers, boat clubs and fractional ownership are attractive alternatives to owning a boat



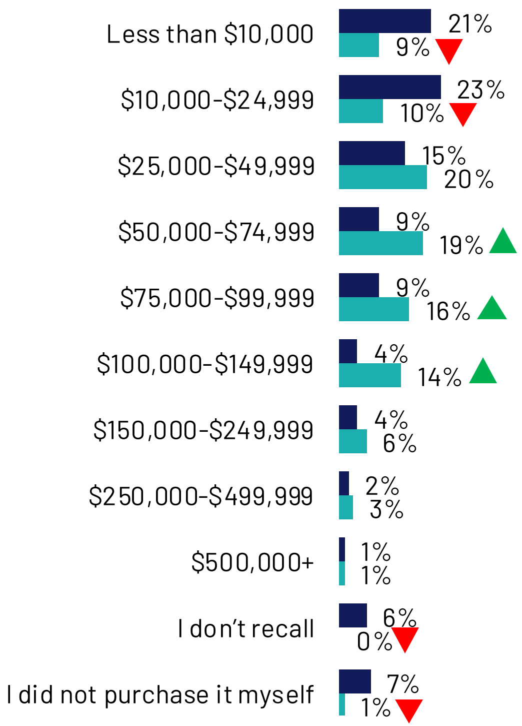
	Buying a pre-owned / used boat: Established Owners	Buying a pre-owned / used boat: Recent Buyers	Joining a boat club: Established Owners	Joining a boat club: Recent Buyers	Renting or chartering a boat for a day or a week: Established Owners	Renting or chartering a boat for a day or a week: Recent Buyers	Joining a fractional ownership program: Established Owners	Joining a fractional ownership program: Recent Buyers
T2B%	45%	65% ▲	23%	62% ▲	40%	57% ▲	21%	52% ▲
Extremely Interested	21%	28%	9%	26% ▲	15%	24% ▲	6%	18% ▲
Very Interested	24%	36% ▲	15%	37% ▲	26%	33%	15%	34% ▲
Somewhat Interested	37%	22% ▼	24%	18%	28%	24%	24%	22%
Not Very Interested	9%	8%	16%	9% ▼	15%	10%	20%	11% ▼
Not at all Interested	10%	5% ▼	37%	11% ▼	17%	9% ▼	35%	14% ▼

Base: Established Owners (n=82), Recent Buyers (n=418)
QC8. How interested are you in the following alternatives to traditional boat ownership?

▲▼ Indicates statistically greater or less than Established Owners at 90% confidence

The increased price of boat ownership is evident with Recent Buyers spending almost 30% more on a vessel in the past 5 years, and over double annually

PURCHASE PRICE



■ Established Owners

■ Recent Buyers

Mean Price

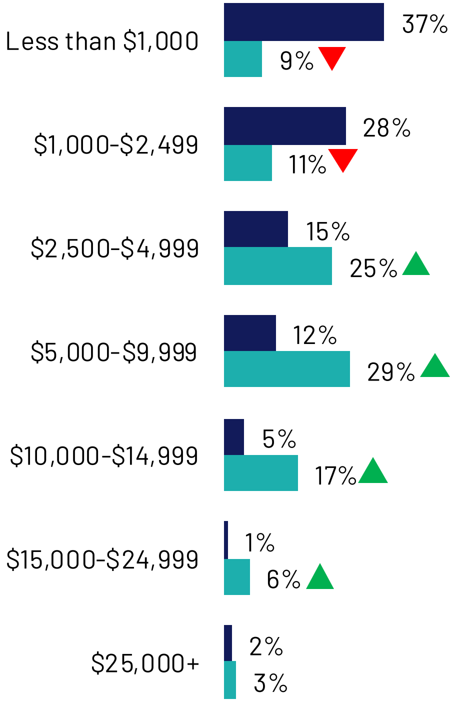
Established Owners

$59,770

Recent Buyers

$84,650 ▲

ANNUAL SPEND



Mean Spend

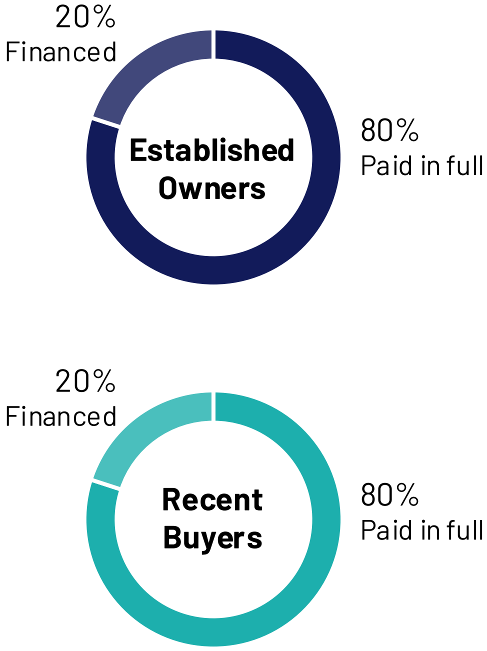
Established Owners

$3,830

Recent Buyers

$7,580 ▲

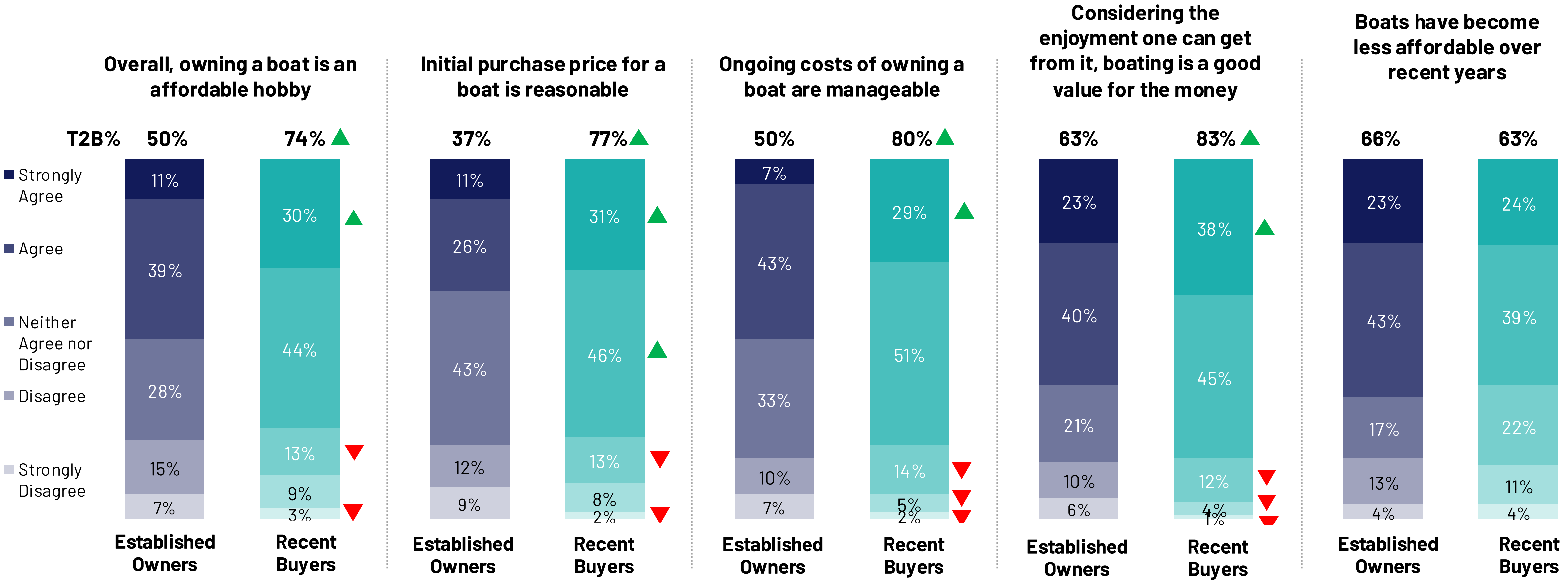
HOW PURCHASED



Base: Established Owners (n=82), Recent Buyers (n=418)
QA8. Thinking about when you acquired your [INSERT H5 PRIMARY BOAT], what was its approximate purchase price?
QA9. Excluding the initial boat purchase, how much do/did you spend annually on your boating lifestyle (e.g., fuel, insurance, maintenance, storage, etc.)?
Base: Recall Where Boat Was Purchased Established Owners (n=76), Recent Buyers (n=413) QC2. How was your boat purchase paid for?

▲▼ Indicates statistically greater or less than Established Owners at 90% confidence

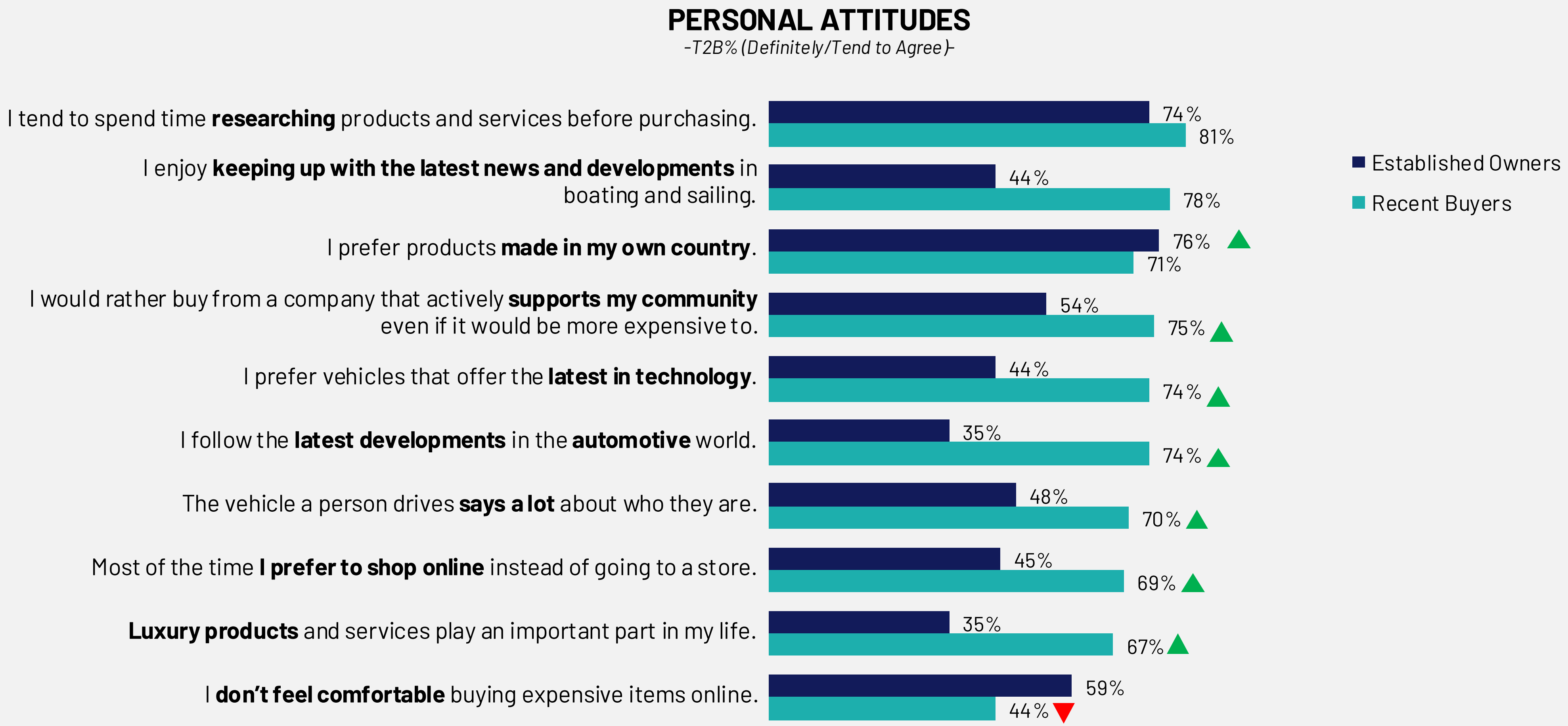
Despite spending more, Recent Buyers tend to perceive boating more affordable than Established Owners, suggesting either inexperience or financial readiness



Base: Established Owners (n=82), Recent Buyers (n=418)
QC6c. Please indicate how much you agree or disagree with the following statements.

▲▼ Indicates statistically greater or less than Established Owners at 90% confidence

Recent Buyers prioritize knowing and having the 'latest and greatest', more so than Established Owners, and demonstrate significant comfort buying online



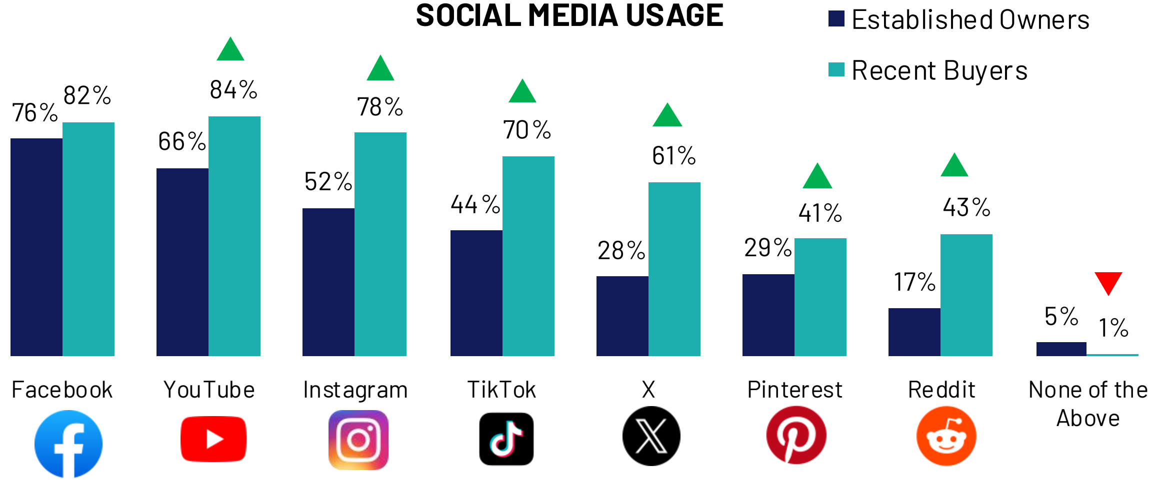
Base: Established Owners (n=82), Recent Buyers (n=418)

QFS1_QAB1. For each of the following statements, please select the box that indicates the extent to which you, yourself, agree or disagree with that statement.

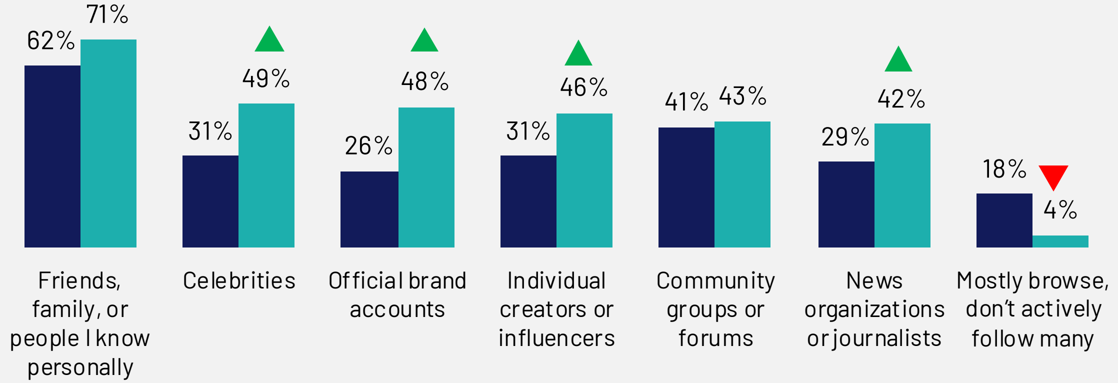
▲▼ Indicates statistically greater or less than Established Owners at 90% confidence

In addition to comfort buying online, Recent Buyers are generally more 'online' than Established Owners – especially on social media

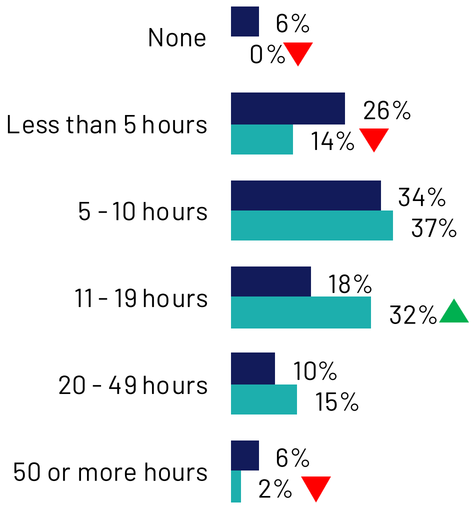
SOCIAL MEDIA USAGE



ACCOUNT TYPES FOLLOW



HOURS PER WEEK

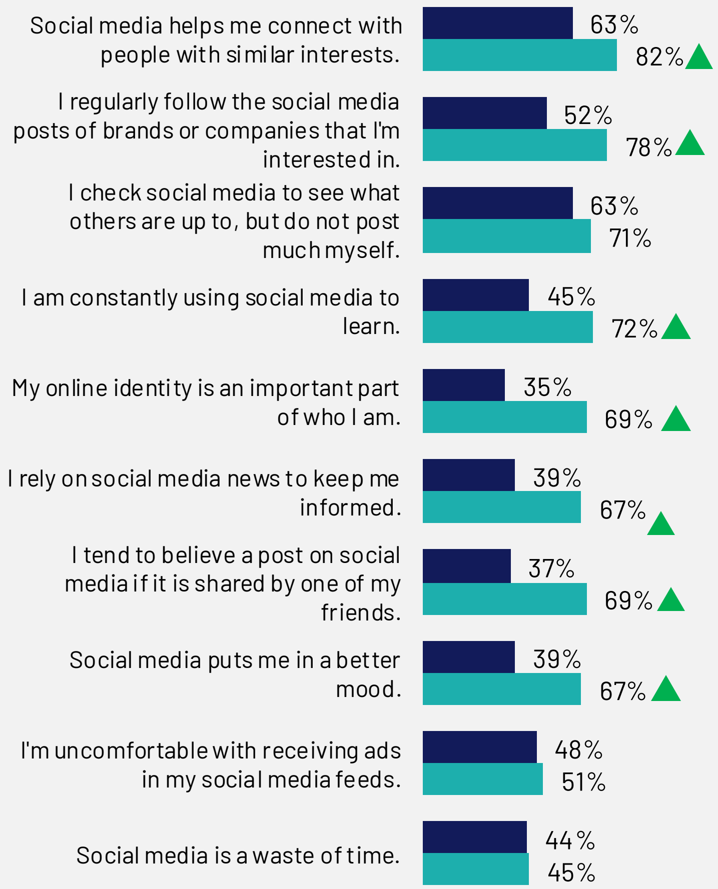


Mean Hours

Established Owners	13.0
Recent Owners	14.3

SOCIAL MEDIA ATTITUDES

-T2B% (Definitely/Tend to Agree)-



Base: Established Owners (n=82), Recent Buyers (n=418)
QE3. Which of the following social media platforms do you personally use on a regular basis? QMU16. For each of the following statements about your attitudes and opinions about social media, please select the box that indicates the extent to which you, yourself, agree or disagree with that statement. QMU17. In an average week, how many hours in total do you, yourself, spend on social media?
Base: Social Media Users Established Owners (n=78), Recent Owners (n=413) QE4. Thinking about the accounts you follow on social media in general, which of the following types of accounts do you typically follow?

▲▼ Indicates statistically greater or less than Established Owners at 90% confidence

PROSPECTIVE BOAT OWNERS

Now, let us look at Prospective Owners...

CURRENT OWNERS

People who currently own at least one boat

ESTABLISHED OWNERS

*Purchased their main boat **prior** to 2020*

RECENT BUYERS

*Purchased their main boat **after** 2020*

Focus for..

Dealers *Manufacturers* *Discover Boating*

PROSPECTIVE OWNERS

People who may be interested in owning a boat in the future

---------------REACH & INSPIRE ---------------ENGAGE ------------------ CONVERT

COST-CONSCIOUS

Interested, but are not as financially ready; open to alternative access models

Focus for..

Discover Boating

TIME-PRESSED

Core barrier is lack of time; open to alternative access models

Focus for..

Discover Boating

INEXPERIENCED

Have the means, but feel they need more experience, support and knowledge

Focus for..

Dealers *Manufacturers*

Discover Boating (Hand Raisers)

SALES READY

Fewest barriers experienced; ready to buy

Focus for..

Dealers *Manufacturers*

There are 3 key themes that represent the fundamental mindset of the Prospective Owner; understanding these can help prepare for tomorrow

1

Financial Concerns

Whether affluent or not, all prospects are concerned about their own particular financial situation and how boating can be affordable for them

2

Alternative Access

For most prospects, there are appealing alternative models for gaining access to on the water experiences

3

New Purchase Journeys

Similar to the changes observed among Recent Buyers, Prospects demonstrate interest and use of new touchpoints and key considerations for making a purchase

Prospective Owners tend to be younger, have a lower income and are less educated than Current Owners, but have a similar distribution of discretionary income

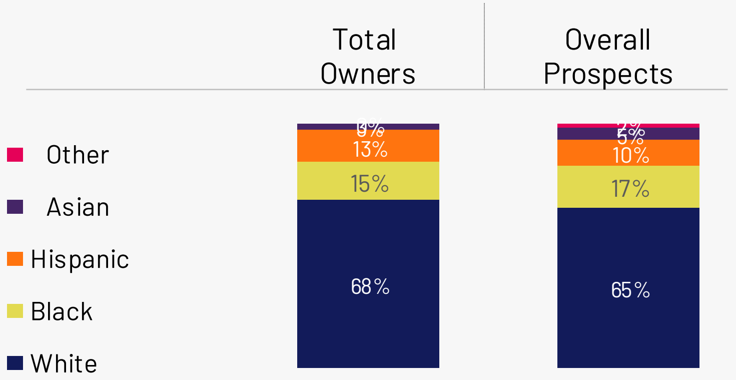
AGE

	Overall Owners	Overall Prospects
18-24	14%	17%
25-34	27%	33% ▲
35-44	37%	27%
45-54	12%	10%
55-64	7%	10% ▲
65-75	3%	3%
Mean	38	37

EDUCATION

	Overall Owners	Overall Prospects
% Less than Bachelors	42%	48%
% Bachelors Degree	33%	38% ▲
% More than Bachelors	25%	14% ▼

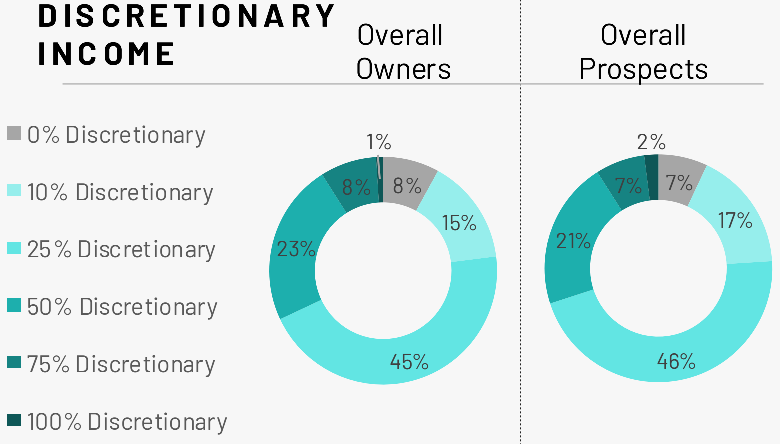
ETHNICITY & RACE



INCOME

	Overall Owners	Overall Prospects
Average	$108k	$73k ▼
Under $75,000 (Net)	43%	58%
$75,000- $99,999 (Net)	22%	18%
$100,000- $149,999 (Net)	20%	16% ▼
$150,000-$199,999	9%	4% ▼
$200,000-$249,999	3%	1%

DISCRETIONARY INCOME



▲▼ Indicates statistically greater or less than Total Affluent at 90% confidence

We grouped Prospective Owners into 5 targets that highlight their different needs, knowledge, and barriers to boat ownership; of the 5, all except the 'Priced Out' target offer opportunities

20%

Time Pressed, 8.8M

These prospects are in their 40s-50s and live in the south. Their desire for a boat is high but they feel strapped for time – uncertain if it is worth the investment. We need to maintain engagement and connection to the sport through alternative models until they are ready to buy or consider other avenues for monetizing the experience.

19%

Sales Ready, 10.1M

These prospects are Millennials with kids in the West– they have the money and want to buy in the next 1-2 years. They are family-focused, so conversations should highlight the family-friendliness of the sport and also provide them with a mix of boat options.

20%

Priced Out*

◆ 8.8M

18%

Cost Conscious, 7.9M

These consumers have the desire but are further-out financially from being able to buy. They are in their 30s-40s and skew multi-cultural, and are concerned about all financial aspects of ownership, making alternatives to outright owning attractive ways to provide exposure and access.

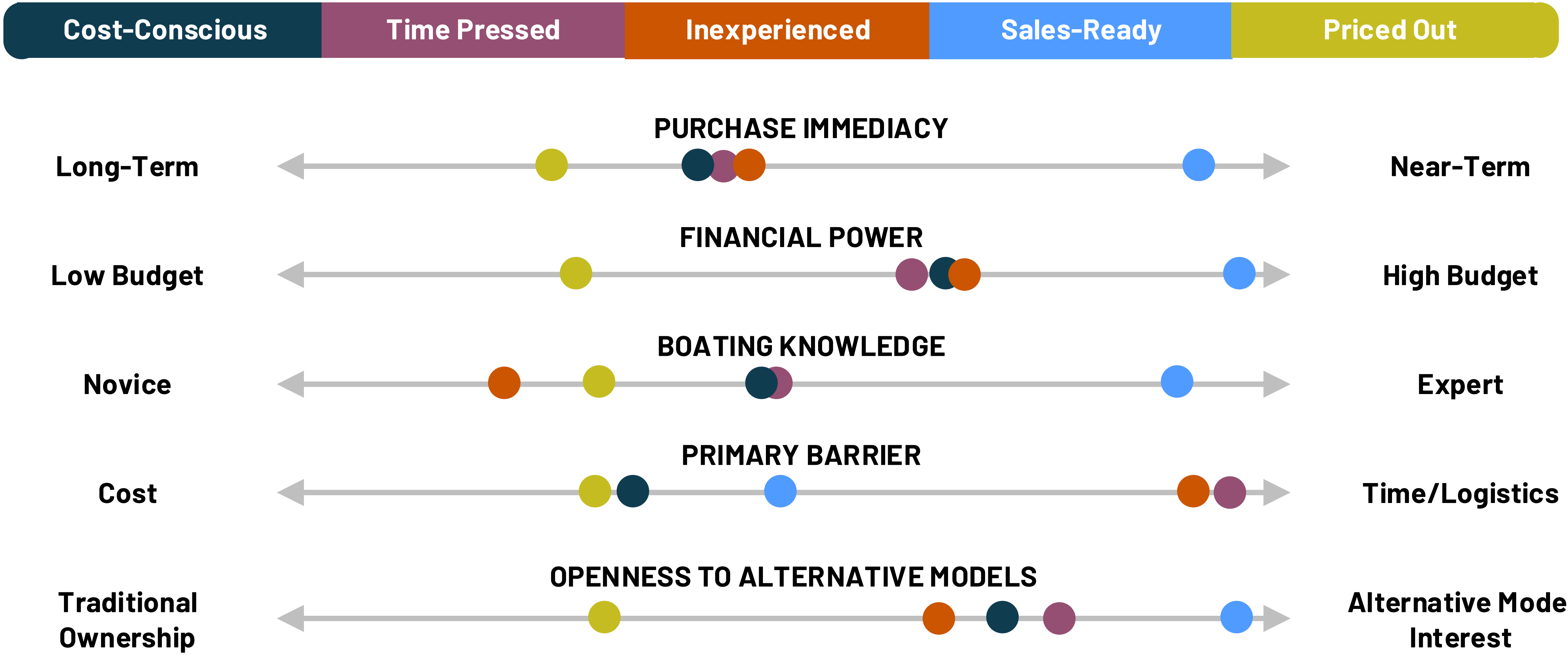
23%

Inexperienced, 8.3M

These prospects are younger and multi-cultural, living in the south and northeast. They are beginners – and still too inexperienced to buy; our opportunity is to maintain connection with them, providing access to boating in alternative ways – educating them and keeping them involved until they are ready to buy.

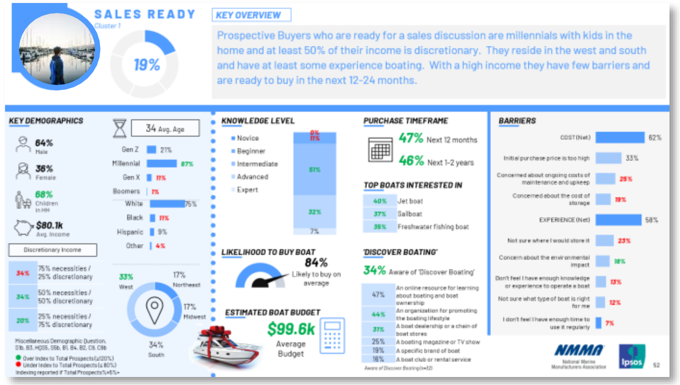
*Excluded from Target Boater analysis due to it being a low-opportunity target

Their needs, knowledge, and barriers to boat ownership are varied, influencing their purchase immediacy



Base: Cluster 1: Sales Ready (n=95), Cluster 2: Affordable Path (n=90), Cluster 3: Priced Out (n=100), Cluster 4: Need Guidance (n=113), Cluster 5: Timely Solve (n=102)
QS5b. And, when will you most realistically purchase this boat? QB1. What is your estimated total budget for the initial purchase of a boat?
QB3. How would you rate your own knowledge of boats? QB4. What are the main reasons or concerns that have prevented you from purchasing a boat so far?
QC8. How interested are you in the following alternatives to traditional boat ownership?

In the appendix, you will find more details for each Prospective Owner

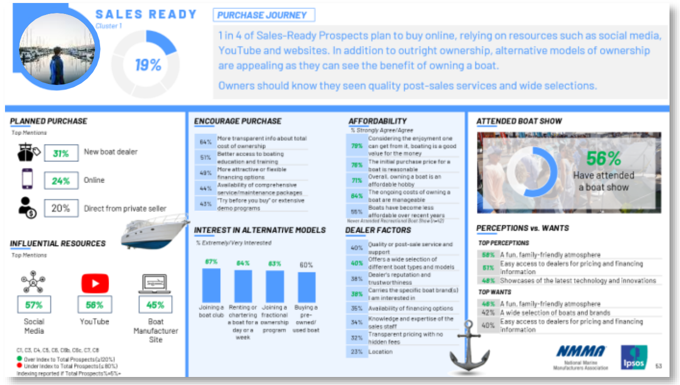


SALES READY
Cluster 1
19%

KEY OVERVIEW

Prospective Buyers who are ready for a sales discussion are millennials with kids in the home and at least 50% of their income is discretionary. They reside in the west and south and have at least some experience boating. With a high income they have few barriers and are ready to buy in the next 12-24 months.

Overview: Demographics, budget, knowledge level, readiness and barriers to purchase



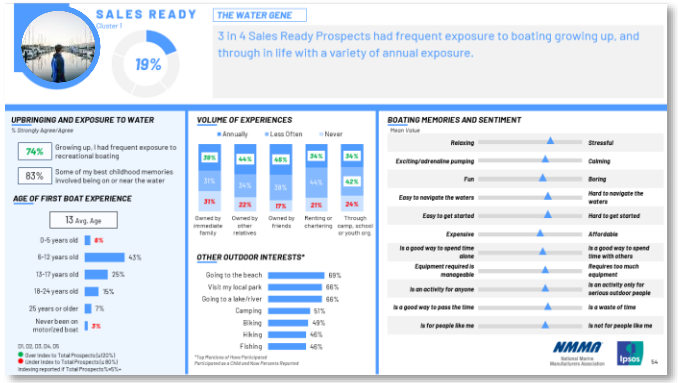
SALES READY
Cluster 1
19%

PURCHASE JOURNEY

1 in 4 of Sales-Ready Prospects plan to buy online, relying on resources such as social media, YouTube and websites. In addition to outright ownership, alternative models of ownership are appealing as they can see the benefit of owning a boat.

Owners should know they seen quality post-sales services and wide selections.

Purchase Journey: How and who they plan to buy from, information sources, purchase motivations, boat show perceptions, etc.

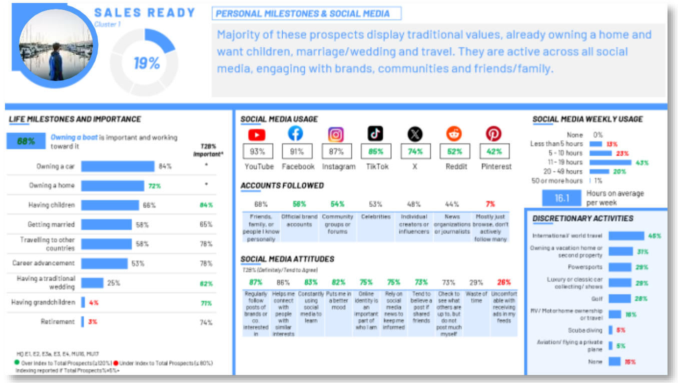


SALES READY
Cluster 1
19%

THE WATER GENE

3 in 4 Sales Ready Prospects had frequent exposure to boating growing up, and through in life with a variety of annual exposure.

The Water Gene: Exposure to water, age of first boat experience, how often, outdoor interests, boating memories, etc.

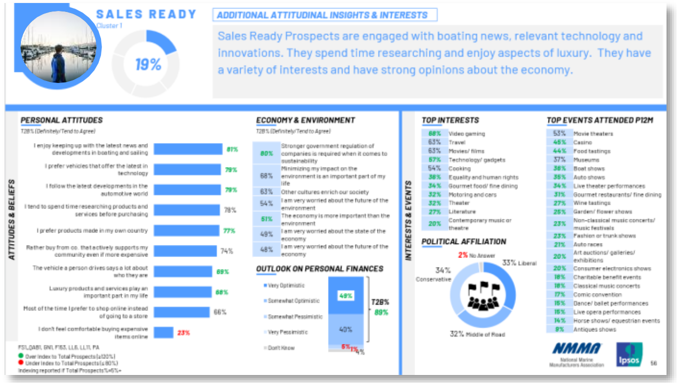


SALES READY
Cluster 1
19%

PERSONAL MILESTONES & SOCIAL MEDIA

Majority of these prospects display traditional values, already owning a home and want children, marriage/wedding and travel. They are active across all social media, engaging with brands, communities and friends/family.

Milestones & Media: Milestones achieved, and social media behavior usage & attitudes, etc.



SALES READY
Cluster 1
19%

ADDITIONAL ATTITUDINAL INSIGHTS & INTERESTS

Sales Ready Prospects are engaged with boating news, relevant technology and innovations. They spend time researching and enjoy aspects of luxury. They have a variety of interests and have strong opinions about the economy.

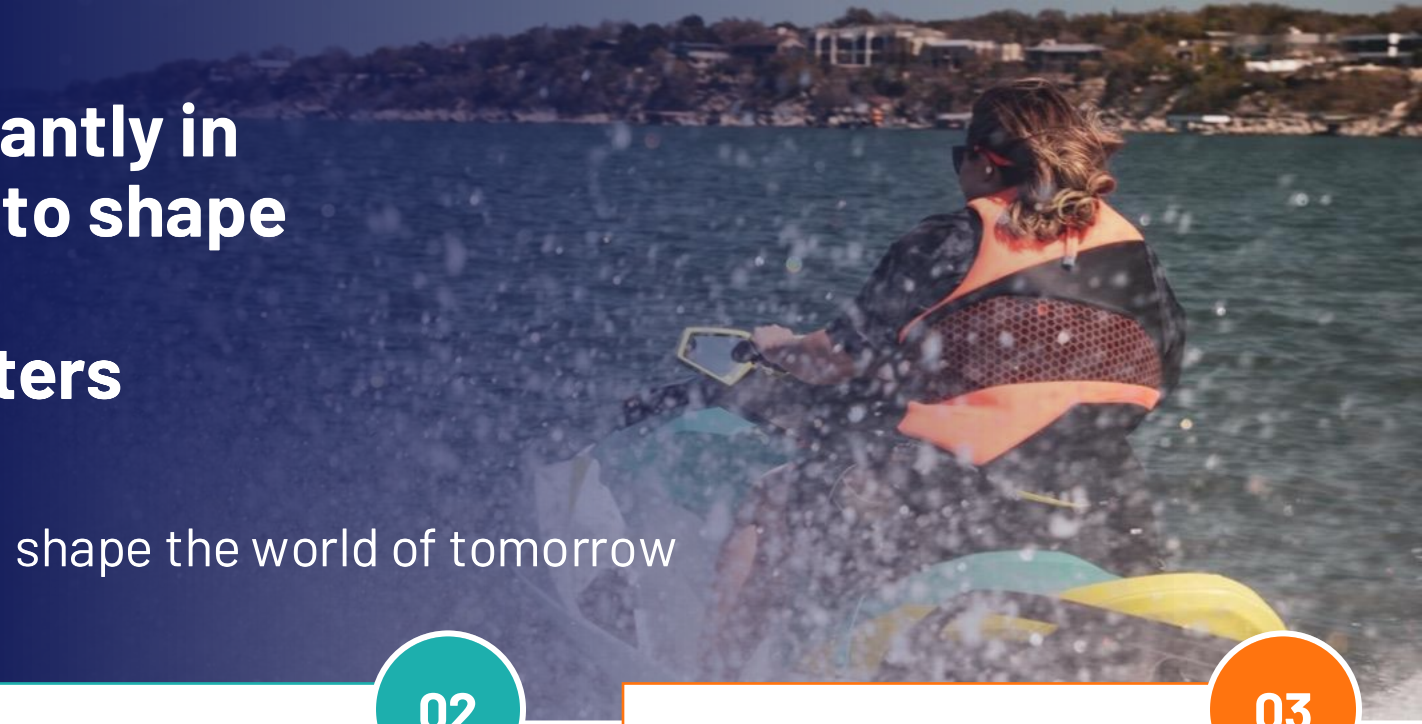
Attitudes & Insights: General attitudes and values, top interests, etc.

*Complete slides for all Prospective Owners Targets can be found in the appendix

TOMORROW'S LANDSCAPE: WHAT'S CHANGING IN THE WORLD?

How are the expectations and needs of these prospects likely to change in the next 3 years?

The world has changed significantly in recent years, and will continue to shape the needs and expectations of consumers and our Target Boaters



We identified three key Macro Forces that will shape the world of tomorrow

01

Economic Uncertainties

02

Social Reconfiguration

03

Tech-Celeration

These macro forces will also impact how consumers, and our Target Boaters, engage with the recreational boating category

Macro Forces and its resulting Drivers of Change

Economic Uncertainties

1. Increasing Cost of Living and Fragmented Labor Market
2. Economic Optimism and Luxury Spending
3. Changing Definition of Ownership

Social Reconfiguration

1. Growing Diversity and Generational Shift
2. Value Reprioritization and Delay in Traditional Milestones
3. Mindful and Purposeful Living

Tech-Celeration

1. Increased Digital Usage in All Aspects of Life
2. Openness to New Technology
3. Social Media as a Source of Influence

With rising living costs and a fragmented labor market, consumers are growing more cautious with their spending

Economic Uncertainties

-7.2

Decrease in points for **U.S. Consumer Confidence Index** as of March 2025, its lowest level since January 2021

CBS News, March 2025

25%

Percentage of U.S. adults who said they **spent more on experiences** in the past year vs. they did in the year before

Morning Consult, 2025

42%

Percentage of U.S. consumers who state **inflation as their main worry,** standing as the country's **most pressing concern**

Ipsos What Worries the World, September, 2025

+$7B

Increase in the U.S**. resale and thrift market** (USD $56 billion) up from ~USD $49 billion in 2024, suggesting that consumers **seek for value in their purchases**

Statista, 2025

Faced with economic uncertainty and inflation, consumers are actively redefining their priorities and shifting their spending patterns

Economic Uncertainties: *What does it entail?*

1 Increasing Cost of Living and Fragmented Labor Market

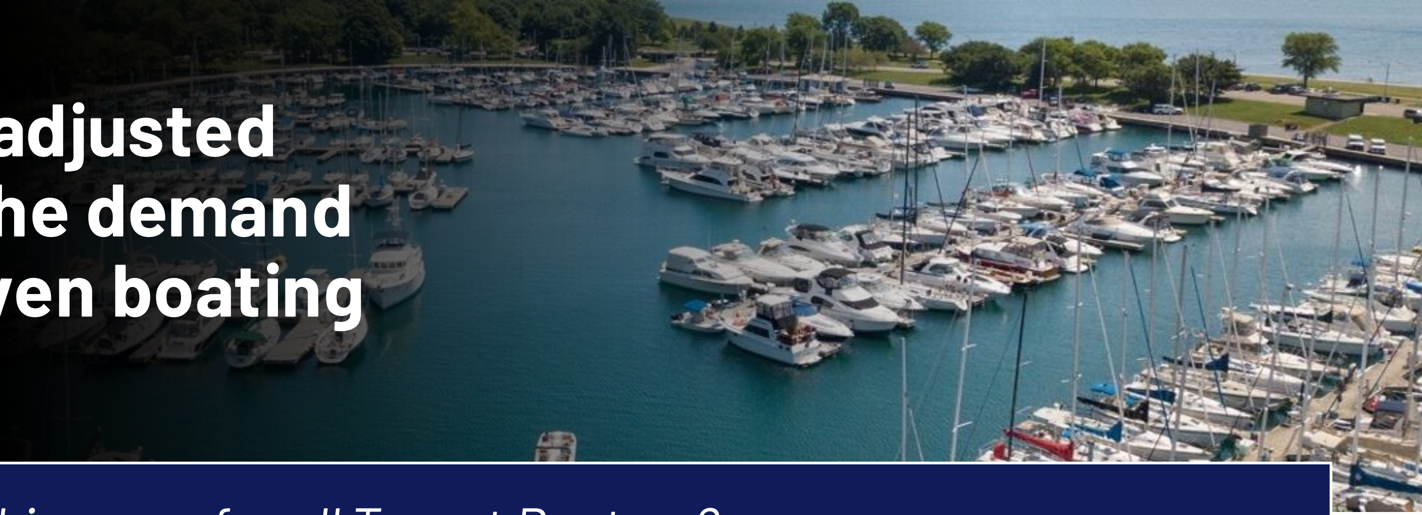
With global economics driving up the **cost of everyday goods** and **housing prices** outpacing wage growth, U.S. consumers are feeling the **financial squeeze**, leading to **more cautious, value-driven spending habits** amidst an uneven job market.

2 Economic Optimism and Luxury Spending

Financial realities are fueling a widespread **"live for today" sentiment** where consumers, feeling powerless over their future, channel a **YOLO (You Only Live Once) mindset** into spending **on immediate experiential rewards** like travel and dining.

3 Changing Definition of Ownership

Access is overtaking ownership as consumers **rethink what it means to "have" something.** From rentals to subscription models, **low-commitment flexibility** (cost, time, energy) and **convenience** now define modern value over ownership, driven by new economic and social pressures.



Amidst the financial pressure, adjusted consumer spending is fueling the demand for accessible, experience-driven boating

Economic Uncertainties: *What does this mean for all Target Boaters?*

1 Increasing Cost of Living and Fragmented Labor Market

As rising costs and job insecurity squeeze discretionary income, **new boat sales are softening** as consumers become **highly selective**. Boat buyers may prioritize value and utility as they look to maximize every dollar they spend..

2 Economic Optimism and Luxury Spending

As financial constraints push consumers to **prioritize rewarding experiences** over large asset purchases, the success of the boating industry will depend on **strategically repositioning** boating as an **attainable luxury** and emphasizing the **instant gratification on the water.**

3 Changing Definition of Ownership

As consumers seek **low-commitment flexibility** and **convenience, shared-service models** open a new gateway to boating, providing **accessible time on water** without the significant **financial** and **logistical commitment of ownership**.

Beyond financial pressures, consumer behavior is also being reshaped by a more diverse America and shifting personal values

Social Reconfiguration

7 States

California, Hawaii, New Mexico, Texas, Nevada, Maryland, Georgia now have no racial or ethnic group forming a majority, signaling a **"majority-minority" dynamic**

The World Data, October 2025

85%

Percentage of purchasing decisions women influence, with **women's median discretionary spending** up 0.9% year-over-year, outpacing men and underscoring their growing economic power

Bank of America, Capital One, 2025

-24%

Drop in 25-to-34-year-olds (vs. 1975) who achieved four **most common milestones** (moving out of parents' home, working, married, with children), reflecting a bigger focus on **economic security**

United States Census Bureau, 2025

58%

Percentage of US and Canadian consumers who said they would **pay more** for products and services that are **ethical** and **sustainable**

Ipsos Conscious Consumer Report, 2025 Edition

Growing diversity and changing life priorities are reshaping how Americans define identity, success, and their well-being

Social Reconfiguration: *What does it entail?*

1 Growing Diversity with Generational Changeover

America is undergoing a **demographic transformation**, driven **by generational shifts, increasing diversity,** and **international and urban migration**. Gen Z and Millennials are actively reshaping cultural norms around **identity, representation**, and **inclusion**.

2 Value Shift & Delay in Traditional Milestones

Consumers, especially those who are younger, are redefining **success and** stability. They are delaying **marriage, homeownership,** and **parenthood** in favor of **financial security, personal growth,** and **flexibility.**

3 Mindful Living and Spending

Consumers are becoming more **intentional about how they spend their time, money, and energy,** seeking products and experiences that align with their **health, ethics**, and **environmental values**.

The changing values and lifestyles present new avenues for boating to become more diverse, mindful, and inclusive across generations

Social Reconfiguration: *What does this mean for all Target Boaters?*

1 Growing Diversity with Generational Changeover

The generational and demographic shift is redefining today's boater from a traditional owner to a **diverse** and **digital consumer**. It is reshaping the industry to pivot towards lowered **skill barriers**, **urban access**, and to authentically **champion diversity to capture the new growing market**.

2 Value Shift & Delay in Traditional Milestones

While delayed milestones **free up discretionary income**, this capital is less likely to translate into outright boat purchases. Instead, the consumer demand for **financial security** and **flexibility** is transforming the boating market, creating a **structural shift** from a **focus on boat ownership** to one centered on **financial agility** and **flexible access models**.

3 Mindful Living and Spending

As consumers favor lifestyles prioritizing **emotional well-being** and **restorative experiences**, recreational boating can be repositioned as a way of **"blue therapy"** that offers **mental clarity, sensory restoration**, and **sense of calm**.

Technology has become essential to consumers' lives, yet remains a double-edged sword of innovation and apprehension

Tech-Celeration

89%

Percentage of U.S. adults who say they are **comfortable adapting new technology in daily life,** suggesting that using **technology has become second nature**

Ipsos Insights Hub, 2025

42%

Percentage of U.S. consumers who **used phones** as part of their **latest retail purchase,** suggesting that phones have become **central to the shopping experience**

Visa's Global Digital Shopping Index: US Edition, 2025

53%

Percentage of Gen Z who say **social-video content** is **more relevant** to them than traditional video content, with 50% saying they **feel stronger connection to social-media creators** than actors on TV

McKinsey's State of the Consumer 2025

64%

Percentage of U.S. adults who say that **products and services using AI make them nervous**, while only 38% say it makes them excited

The Ipsos AI Montor 2025

The rapid integration of AI is driving changes in how consumers perceive technology and what they expect to get from it

Tech-Celeration *What does it entail?*

1 Increased Digital Usage

Digital tools are now **seamlessly integrated into every facet of consumer life**, creating an **expectation for instant, mobile access** for everything from **communication and transactions** to **information gathering** via smart devices and apps.

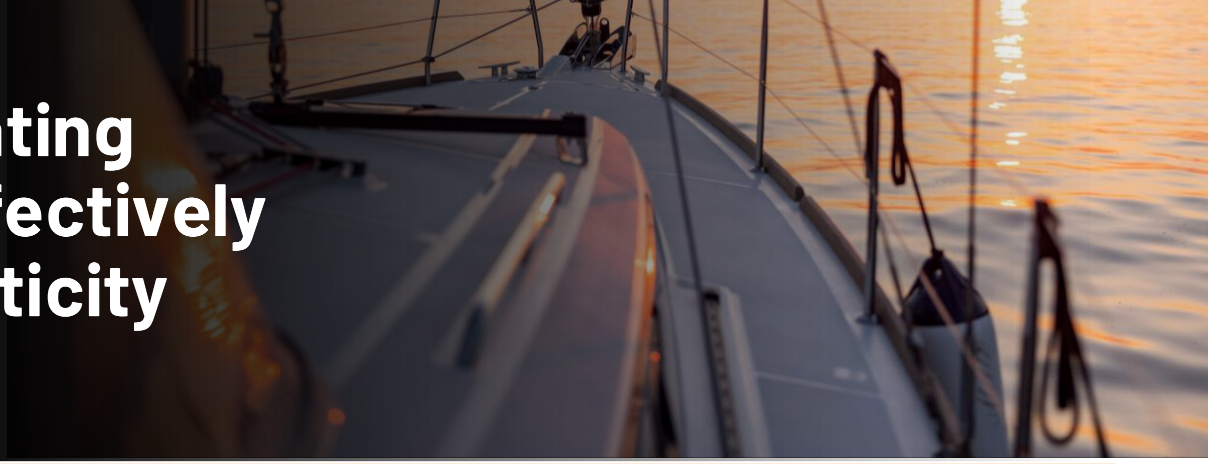
2 Openness to New Technology

As technology becomes woven into daily life, consumers are more willing to **adopt it across work, leisure, health, and home. Growing comfort** is speeding up adoption, and **expectations for efficiency** and **personalization** are rising, though **trust concerns** remain.

3 Social Media as a Source of Influence

Social platforms have evolved into **powerful discovery engines**, shaping opinions and driving purchases. **Authenticity**, **creator credibility**, and **community validation** now matter more than traditional advertising. Consumers are increasingly **relying on peers**, **influencers,** and **independent creators** to make sense of the world around them.

Consumer demand for accessible boating brings the need for the industry to effectively balance digital utilization with authenticity



Tech-Celeration *What does this mean for all Target Boaters?*

1 Increased Digital Usage

The **pervasive use of digital tools** creates a consumer expectation for a **seamless digital journey across all touchpoints**, from **initial research** to the **moment of purchase and ownership**. Consumers now demand a **fully connected** and **intuitive** experience, from online platforms to the moment they are on the water.

2 Openness to New Technology

As digital technology rapidly evolves, consumers (especially younger generations) are seeking a boating experience that **integrates technology to solve friction points** (e.g., assisted docking, intuitive navigation) and helps make the experience **safer, easier**, and **more accessible**.

3 Social Media as a Source of Influence

Social media has evolved into a primary channel where consumers go for product information, serving as a **key source of inspiration, education**, and **sales** for boating. It is now a platform where **authentic storytelling** can be strategically used to **connect the industry with the consumer base.**

IMPLICATIONS FOR TARGETS

What do these Macro Forces mean for our Targets and how we connect with them?

What you will find in the futureproofing profiles

To understand how to better connect with our Target Boaters in the next 3 years, we analyzed each prospective boater target through the lens of the Macro Forces

Each futureproofing profile features:

Established Owner

Avg. age 45 y.o. | White 73% Hispanic 10% Black 9% | Male 56% Female 44% | Bachelor Degree 22% | Kids in HH 45% | Avg. Income $96k | Avg. time on social media 13.0 hours

*I seek **relaxation** and **family time** from boating. I am **less open** towards today's changing landscape, such as alternative models for boating, digital scene, or environmental responsibility. I value **ownership** over experience and rely on **people around me** for resource.*

ECONOMIC UNCERTAINTIES | SOCIAL RECONFIGURATION | TECH-CELERATION

Target Overview: One-page snapshot for each target, showing selected survey data points organized by how they align with each of the three macro forces

ESTABLISHED OWNER | ECONOMIC UNCERTAINTIES

How The World Is Changing

Global economic pressures are fueling **cautious, value-driven spending** while simultaneously driving a YOLO mindset focused on **immediate experiential rewards**.

This financial reality is causing consumers to value **access over ownership**, leading to a **preference for low-commitment, flexible models** like rentals and subscriptions over traditional, high-commitment purchases.

What We're Seeing

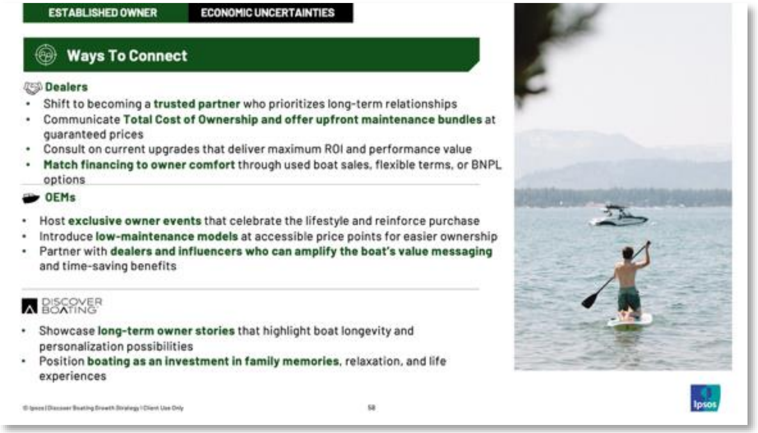
- **Relatively lower positive financial outlook and perception compared to Recent Buyers**
- Older in age
- Less likelihood to buy compared to Recent Buyers
- Achieved life milestones (house, marriage, kids) which indicates they are in a **phase of high financial commitment and have other life priorities**
- **Preference for traditional ownership** over shared services models

What This Means

- **Economic uncertainty deters new purchases** when competing with commitments like mortgages and children's expenses
- Define **affordable boating exclusively through ownership** rather than renting or shared models
- Open to financing service, repairs, or upgrades if value proposition extends boat life

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Target x Macro Force Analysis: Likely impact of a macro force on each target - how each target consumer behaves and what it means for tomorrow



ESTABLISHED OWNER | ECONOMIC UNCERTAINTIES

Ways To Connect

Dealers

- Shift to becoming a **trusted partner** who prioritizes long-term relationships
- Communicate **Total Cost of Ownership and offer upfront maintenance bundles** at guaranteed prices
- Consult on current upgrades that deliver maximum ROI and performance value
- **Match financing to owner comfort** through used boat sales, flexible terms, or BNPL options

OEMs

- Host **exclusive owner events** that celebrate the lifestyle and reinforce purchase
- Introduce **low-maintenance models** at accessible price points for easier ownership
- Partner with **dealers and influencers who can amplify the boat's value messaging** and time-saving benefits

DISCOVER BOATING

- Showcase **long-term owner stories** that highlight boat longevity and personalization possibilities
- Position **boating as an investment in family memories**, relaxation, and life experiences

Ways to Connect: Actionable recommendations detailing who acts (DB, Dealers, OEMs), what to do, and how to engage the target boater, for each Macro Force

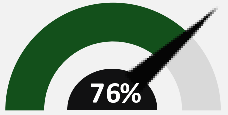
Established Owner

Avg. age	White 73% Hispanic 10% Black 9%	Male 56% Female 44%	Bachelor Degree	Kids in HH	Avg. Income	Avg. time on social media
45 y.o.			22%	45%	$96k	13.0 hours

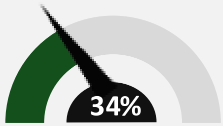
*I seek **relaxation** and **family time** from boating. I am **less open** towards today's changing landscape, such as alternative models for boating, digital scene, or environmental responsibility. I value **ownership** over experience and rely on **people around me** for resource.*

ECONOMIC UNCERTAINTIES

CURRENT OUTLOOK ON...

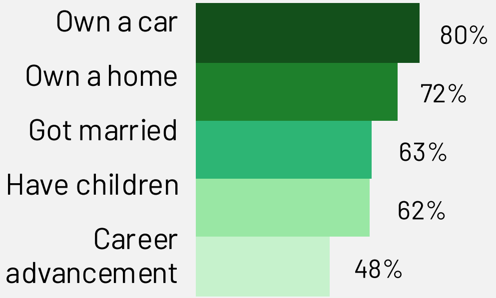


PERSONAL FINANCES

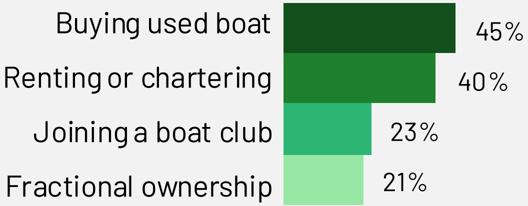


STATE OF ECONOMY
Neutral/Not worried

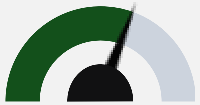
LIFE ACCOMPLISHMENTS



TRAD. vs ALT. MODELS



PURCHASE LIKELIHOOD



61%
Likely to buy on average

SOCIAL RECONFIGURATION

MINDFUL LIVING

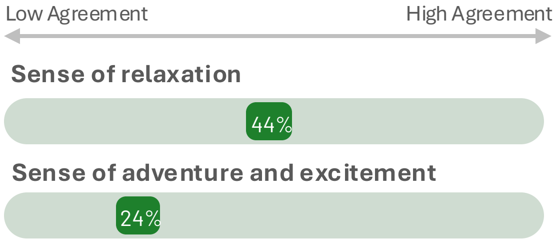
Minimizing impact on the environment is important (55%)

Buy from a company that supports my community even if it would be more expensive to (54%)

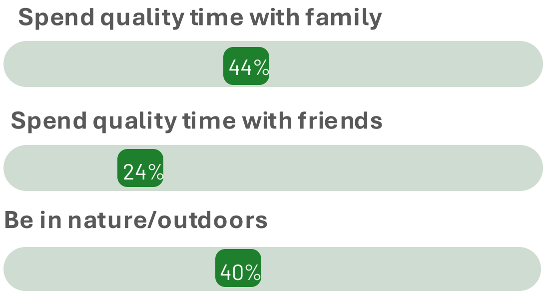
TOP DISCRETIONARY ACTIVITY

35%
Own a vacation home or second property

EMOTIONAL ASSOCIATIONS



FUNCTIONAL ASSOCIATIONS



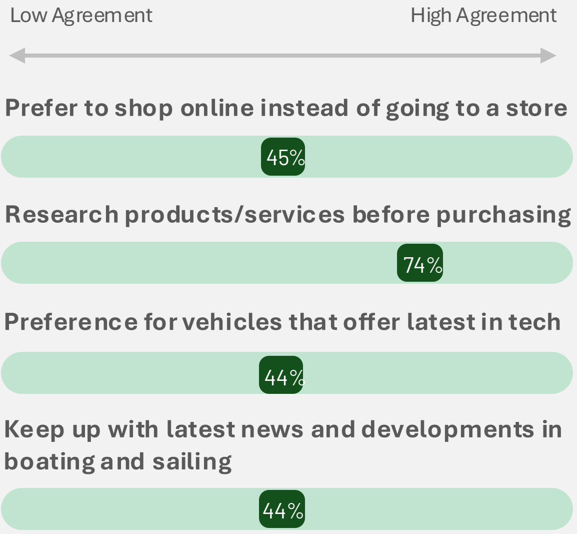
TECH-CELERATION

SOURCES OF INFLUENCE

44%
Friends & Family

22%
Boat Manufacturer Websites

DIGITAL ATTITUDES



How The World Is Changing

Global economic pressures are fueling **cautious, value-driven spending** while simultaneously driving a "-Live-Once" mindset focused on **immediate experiential rewards**.

What We're Seeing With This Target

- **Relatively lower positive financial outlook and perception compared to Recent Buyers**
- Older in age
- Less likelihood to buy compared to Recent Buyers
- Achieved life milestones (house, marriage, kids) which indicates they are in a **phase of high financial commitment and have other life priorities**
- **Preference for traditional ownership** over shared services models

What This Means

- **Economic uncertainty deters new purchases** when competing with commitments like mortgages and children's tuition
- Define **affordable boating exclusively through ownership** rather than renting or shared models
- Open to financing service, repairs, or upgrades if value proposition extends boat life

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

Dealers

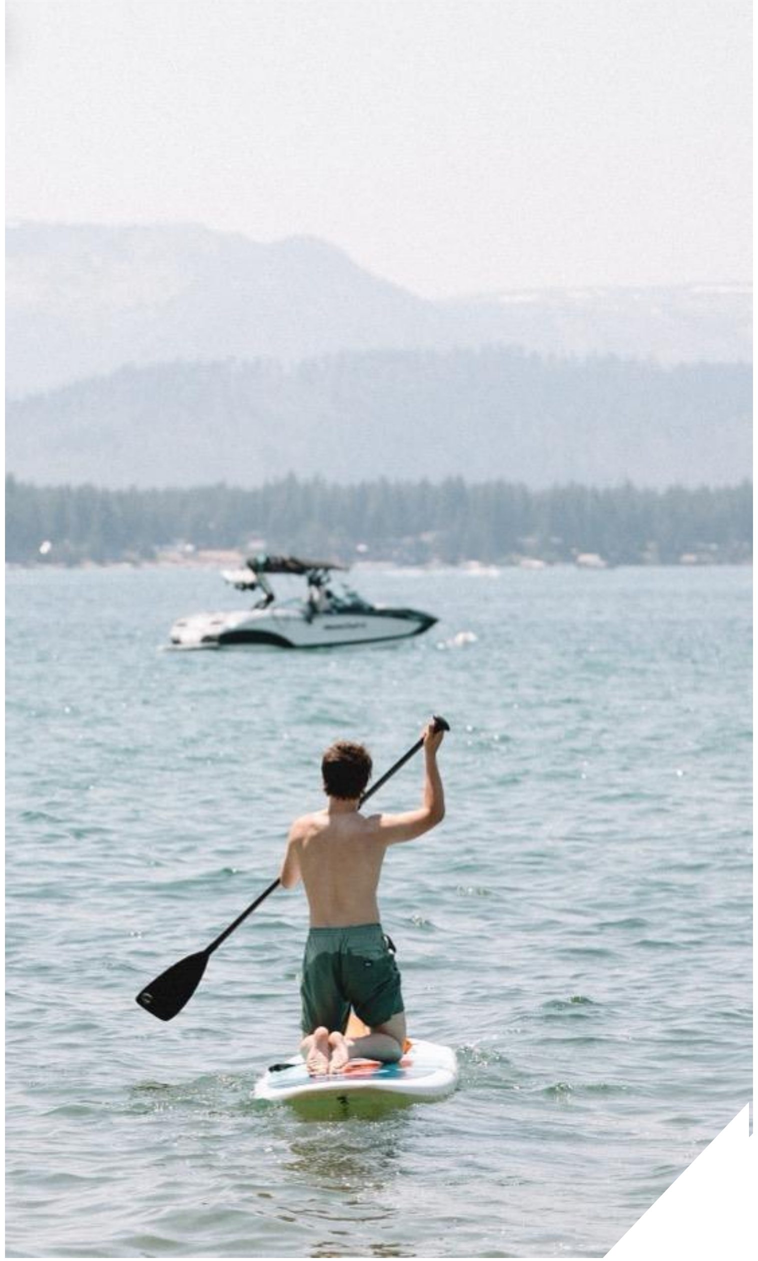
- Shift to becoming a **trusted partner** who prioritizes long-term relationships
- Communicate **Total Cost of Ownership and offer upfront maintenance bundles** at guaranteed prices
- Consult on current upgrades that deliver maximum ROI and performance value
- **Match financing to owner comfort** through used boat sales, flexible terms, or BNPL options

Manufacturers

- Host exclusive owner events that celebrate the lifestyle and reinforce purchase
- Introduce low-maintenance models at accessible price points for easier ownership
- Partner with dealers and influencers who can amplify the boat's value messaging and time-saving benefits

DISCOVER BOATING

- Showcase long-term owner stories that highlight boat longevity and personalization possibilities
- Position boating as an investment in family memories, relaxation, and life experiences



How The World Is Changing

Driven by **generational and demographic shifts**, America is seeing **cultural norms** being redefined around identity and inclusion.

Younger consumers are delaying major milestones in favor of **financial security and flexibility**, becoming intentional spenders who prioritize products and experiences aligning with their **health, ethical**, and **environmental values.**

What We're Seeing With This Target

- **Traditional demographics** (skew older, white), with preference for home ownership over experiences
- Around average consensus that reducing environmental impact matters
- Core motivations are centered around **relaxation, family,** and **nature**

What This Means

- Industry pivot towards more diverse consumers and urban access **may be less relevant to them**
- Core motivations are well aligned with industry's messaging around **"blue therapy"**, focused on **emotional well-being**
- While not the primary drivers of ethical and environmental values, they are aware of their role as stewards of environment
- View **boat shows as an extension of validating the sense of relaxation** they seek from boating

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

Dealers

- Host **small, local, family-focused gatherings** (e.g., dock parties) that build a sense of **exclusive, close-knit community** that create opportunities for owners and their friends & families to connect
- Clearly present **boat options tailored to their desire** for experiences that include **relaxing time in nature, with family, and being outdoors**

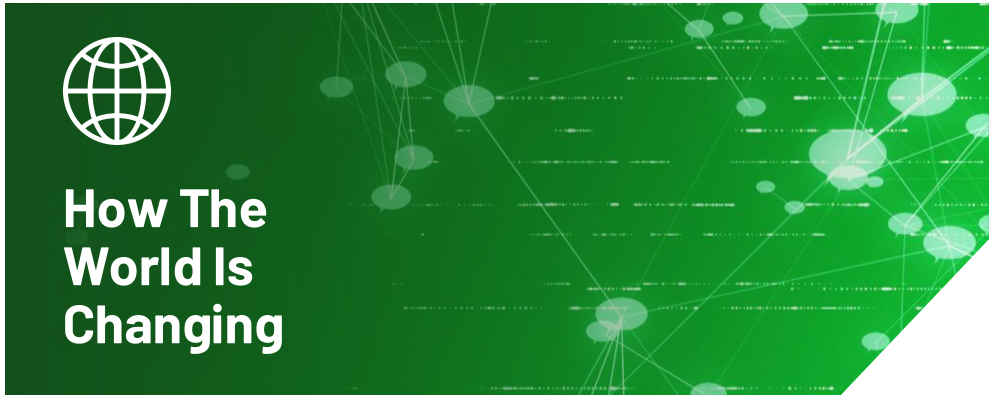
Manufacturers

- Offer services and features that cater to multi-generational use (e.g., open layouts, accessibility features, new electronics or accessories)
- Ensure product communication continues to emphasize the practical utility, family experiences, and time in nature that established owners value most

---

DISCOVER BOATING

- Develop content and videos that tie back to their core motivations (e.g., relaxing time in nature, with family, and being outdoors)
- Position boating as a meaningful way for the next generation to connect with nature
- Develop owner spotlight campaigns that highlight personal stories around family traditions, favorite cruising routes, and the restorative value of time on the water
- Design boat show experiences to feel low-pressure, relaxed, and owner-centric



How The World Is Changing

Digital tools are now seamlessly integrated into consumer life, driving an expectation for **instant, mobile access** and **increased adoption** across all sectors.

This has elevated expectations for **efficiency** and **personalization**. Social platforms have also evolved into **powerful discovery engines** where **community validation** now drive purchases and shape opinions more than traditional advertising.

What We're Seeing With This Target

- **Low engagement** with social media and reliance on traditional sources
- **Friends and family play a big role in source of influence**, and prefers them over other online resources or boat manufacturer's website
- Likely to **research** products and services before purchasing
- More likely to **shop in store** than online
- **Less inclined to be enticed by the latest and greatest in tech**, even in boating

What This Means

- **Digital friction** can deter boat purchases
- May miss out on product information and inspiration as it becomes **harder to reach through primary social channels**
- More likely to be **influenced by community** and validated experiences from peers than digital channels
- Advanced boat features are **not a priority** for them

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

Dealers

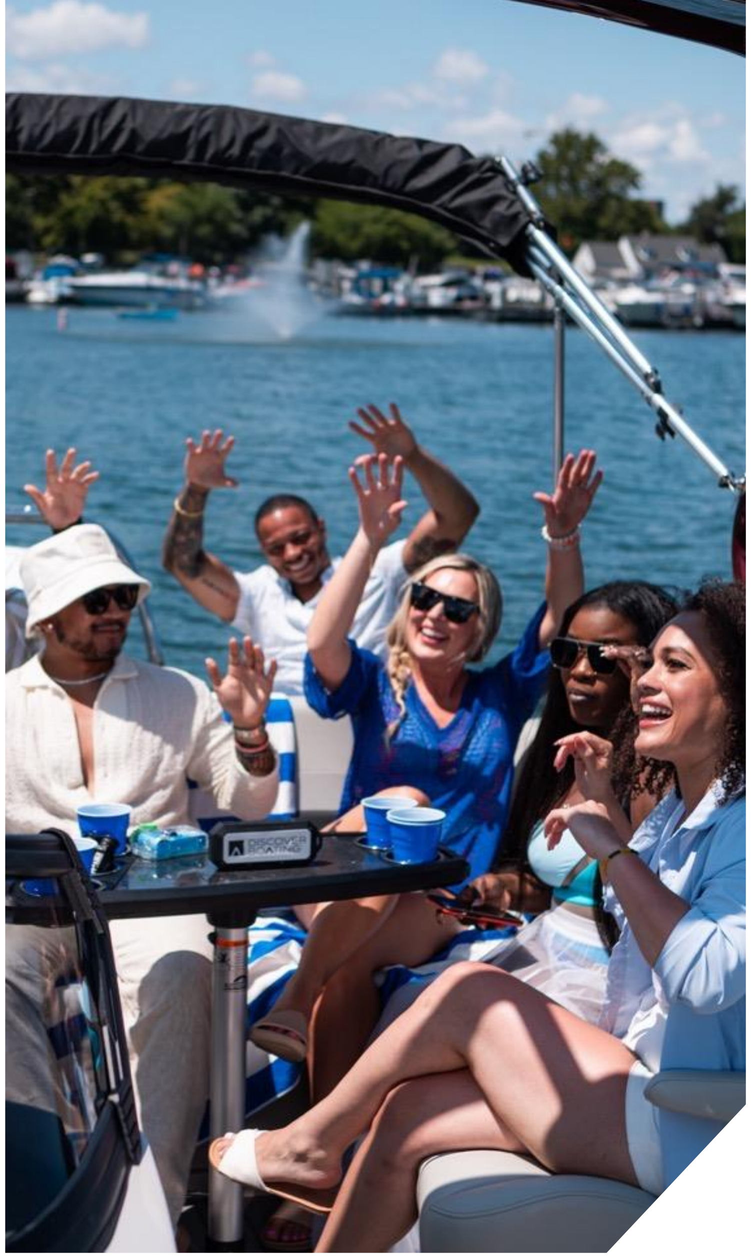
- Provide a **consistent, seamless experience across digital and physical channels**, ensuring all critical product information is easy to find wherever customers engage
- **Assess their digital comfort level** and offer **personalized, one-on-one training** to help them **navigate the new tech features on boats** in a meaningful way

Manufacturers

- Develop standardized digital assets (e.g., video tutorials, interactive calculators) for dealers to use in the research phase of the purchase journey
- Position new boat tech features as enablers of efficiency, safety, and connectivity
- Provide Word-of-Mouth referral programs that reward established owners for bringing in friends or family

DISCOVER BOATING

- Do not underestimate the continued importance of trusted, non-digital channels such as in-person events, magazines, direct mail, personalized emails, and dealerships
- Leverage the power of existing owners by hosting events such as owner testimonials that introduce people into boating



Recent Buyers

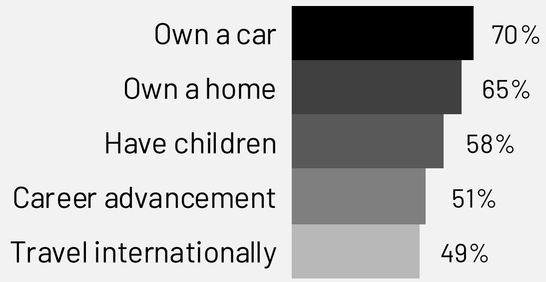
Avg. age	White 67% Black 16% Hispanic 24%	Male 64% Female 36%	Bachelor Degree	Kids in HH	Avg. Income	Avg. time on social media
36 y.o.			35%	70%	$111k	14.3 hours

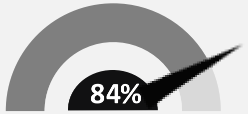
I seek for both ***relaxation*** *and* ***adventure*** *from boating. I am* ***more open*** *towards today's changing landscape, such as* ***alternative models*** *for boating,* ***digital scene****, or* ***environmental responsibility****. I am more heavily* ***influenced by social media*** *and online than people around me.*

ECONOMIC UNCERTAINTIES

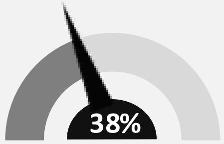
CURRENT OUTLOOK ON...

LIFE ACCOMPLISHMENTS





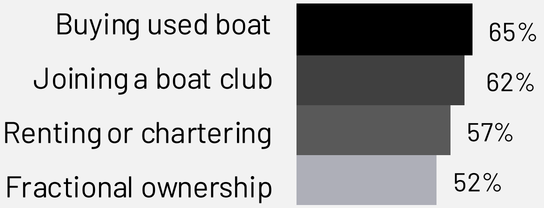
PERSONAL FINANCES



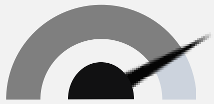
STATE OF ECONOMY

Neutral/Not worried

TRAD. vs ALT. MODELS



PURCHASE LIKELIHOOD



82%

Likely to buy on average

SOCIAL RECONFIGURATION

MINDFUL LIVING

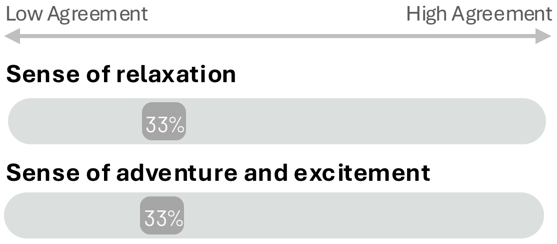
Minimizing impact on the environment is important (74%)

Buy from a company that supports my community even if it would be more expensive to (75%)

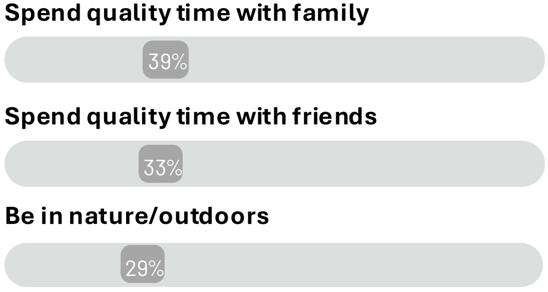
TOP DISCRETIONARY ACTIVITY

39%
International /world travel

EMOTIONAL ASSOCIATIONS



FUNCTIONAL ASSOCIATIONS

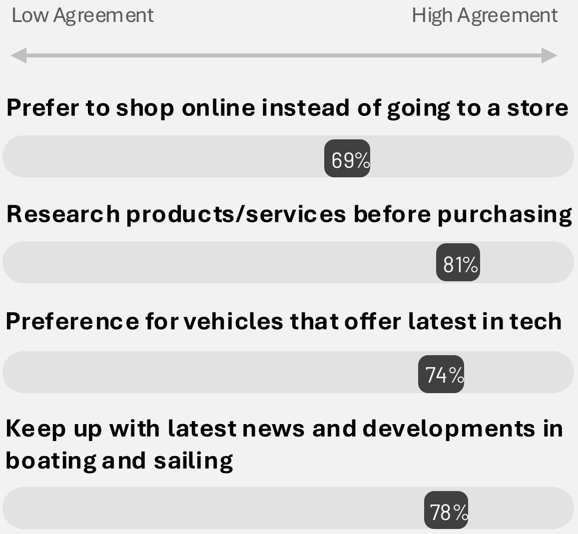


TECH-CELERATION

SOURCES OF INFLUENCE

38% Social Media	38% Boat Manu. Websites	38% Online Articles/Reviews

DIGITAL ATTITUDES



How The World Is Changing

Global economic pressures are fueling **cautious, value-driven spending** while simultaneously driving a "-Live-Once" mindset focused on **immediate experiential rewards**.

What We're Seeing With This Target

- **Relatively positive financial outlook** and perception (higher than Established Owners)
- Prioritize traditional milestones like parenthood, while also **valuing career advancement and international travel**
- **Higher likelihood to purchase** compared to Established Owners, but also **open-minded towards alternative models**

What This Means

- Despite their relatively positive outlook, economic pressure **may impact financial confidence** and make them hyper-aware of the Cost of Ownership, requiring them to find **justification for their investment**
- Will expect the boat to deliver **high-reward, low-hassle experiences,** whether they're investing in a new purchase or exploring shared-access options
- Likely to be **early adopter of changing access models**

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

Dealers

- Improve transparency through **clear service** and **maintenance plans** that offer a **fixed, predictable cost** for routine maintenance
- Increase touchpoints with recent buyers to **reinforce confidence** in their vessel and maintenance plan, offering **advice and reassurance**—including guidance on used boats and alternative models when appropriate

Manufacturers

- Leverage loyal owners as brand advocates and micro-influencers, turning their experiences into authentic touchpoints to engage recent buyers before and after their purchase
- Offer transparent pricing, flexible financing options, and strong warranties to make purchase process feel more manageable

DISCOVER BOATING

- Offer educational content and guidance on how different boat models can enable new experiences, encouraging owners to explore ways to enjoy boating beyond what they currently have

How The World Is Changing

Driven by **generational and demographic shifts**, America is seeing **cultural norms** being redefined around identity and inclusion.

Younger consumers are delaying major milestones in favor of **financial security and flexibility**, becoming intentional spenders who prioritize products and experiences **aligning with their values.**

What We're Seeing With This Target

- **More diverse** in **demographics** (higher share of Hispanics, Black compared to the Established Owners)
- Values **sustainability** and **environmental responsibility**
- **High willingness to pay more** for brands that **align with their values**
- Views boating as **balanced mix** of relaxation, adventure, and social connection

What This Means

- Likely to **expect greater diversity** in marketing, boating communities, and dealership representation
- Messages **highlighting sustainability, local community impact**, and **ethical practices** serve as key differentiators
- Core motivations align closely with the **industry's "blue therapy" messaging**, emphasizing emotional well-being

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

Dealers

- Place greater emphasis on **cultural competency for staff training**, and look to reflect the growing diversity of the consumer base in sales floor staff
- Collaborate with **local organizations** and **provide owners opportunities to engage** (e.g., small percentage of service fees going to a local water preservation group)

Manufacturers

- Demonstrate transparency and authentic commitment through active community involvement and clear, consistent communication
- Offer educational content on eco-friendly options, highlighting sustainable brand practices and environmentally conscious options (e.g. electric motors)
- Identify social media influencer partnerships that authentically represent the brand and engage diverse audiences

DISCOVER BOATING

- Expand content showcasing diverse types of families and individuals enjoying boating lifestyle
- Create content that resonates with motivations around adventure, relaxation, and nature (e.g., “blue therapy” wellness retreats, eco-tours)

How The World Is Changing

Digital tools are now seamlessly integrated into consumer life, driving an expectation for **instant, mobile access** and **increased adoption** across all sectors.

This has elevated expectations for **efficiency** and **personalization**. Social platforms have also evolved into **powerful discovery engines** where **community validation** now drive purchases and shape opinions more than traditional advertising.

What We're Seeing With This Target

- **Digital adopters** who value technology and prefer vehicles and boats equipped with the latest features
- **Active online** and on **social media**
- **Social media, websites,** and **online reviews** are top information sources
- Prefers to **shop online** than in store

What This Means

- Expect to use **digital channels for their consumer journey**, from research to moment of purchase
- **Likely to be highly informed** as they receive information related to boating **online** and **from social media**
- More likely influenced by **digital channels** compared to off-line
- Expect **instant, mobile-optimized information** and efficient, personalized interactions
- View **boat technology as a necessary component** for safety, connectivity, performance

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

Dealers

- Respond **quickly and professionally** to all feedback across digital channels
- Ensure the **digital experience is seamlessly connected to the in-person journey**, and be prepared to engage highly informed customers

Manufacturers

- Clearly highlight boats with advanced, integrated technologies, emphasizing how these features serve as meaningful upgrades to their existing boats
- Make sure websites are up-to-date with extensive photo galleries and video tours of boats and new features
- Strategically partner with influencers or online sources beyond the boating world (e.g., tech YouTubers) to gain more visibility and interest to new boat models

---

DISCOVER BOATING

- Utilize digital platforms (e.g., short-form video (Instagram reels/TikTok) for quick tips, YouTube for in-depth reviews/safety guides
- Create online forums and communities where recent owners can connect

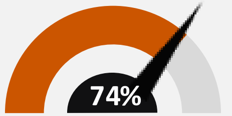
Inexperienced

Avg. age 37 y.o.	White 56% Black 23% Hispanic 12%	Male 61% Female 38%	Bachelor Degree 30%	Kids in HH 42%	Avg. Income $68.5k	Avg. time on social media 12.3 hours

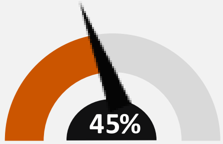
*I have a **moderate outlook** on both my **personal finance** and the **current economy.** I value **different cultures** and rely on **my friends and family** more than the digital sources. Although I have interest in boating, I **lack experience** and **knowledge**.*

ECONOMIC UNCERTAINTIES

CURRENT OUTLOOK ON...

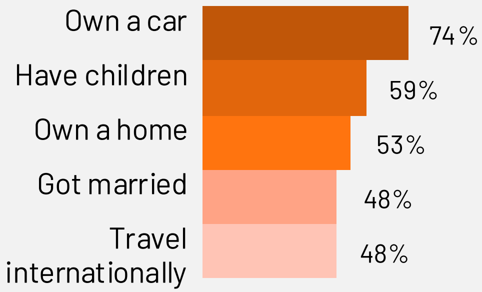


PERSONAL FINANCES

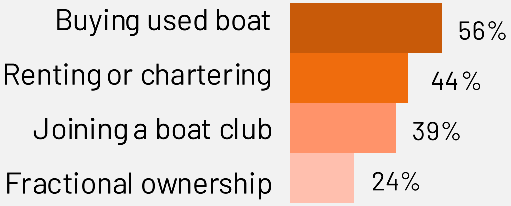


STATE OF ECONOMY
Neutral/Not worried

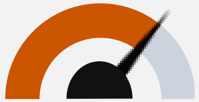
LIFE ACCOMPLISHMENTS



TRAD. vs ALT. MODELS



PURCHASE LIKELIHOOD



72%
Likely to buy on average

SOCIAL RECONFIGURATION

MINDFUL LIVING

Minimizing impact on the environment is important (57%)

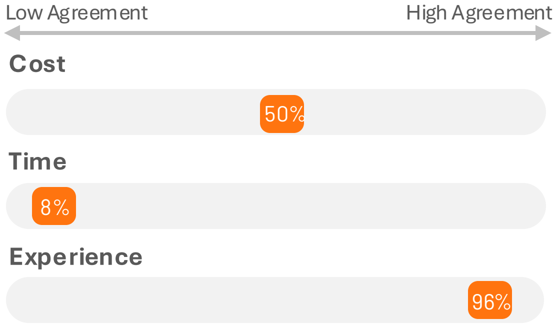
Buy from a company that supports my community even if it would be more expensive to (51%)

Other cultures enrich our society (65%)

TOP DISCRETIONARY ACTIVITY

28%
International /world travel

BOATING BARRIERS



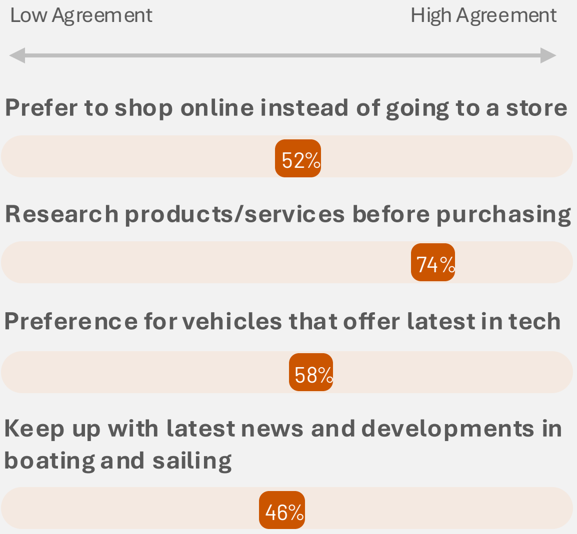
TECH-CELERATION

SOURCES OF INFLUENCE

49%
Friends & Family

35%
YouTube

DIGITAL ATTITUDES



How The World Is Changing

Global economic pressures are fueling **cautious, value-driven spending** while simultaneously driving a "-Live-Once" mindset focused on **immediate experiential rewards**.

What We're Seeing With This Target

- **Relatively positive financial outlook** and perception (on par with other prospect groups)
- **Lower income** level and lower percentage of those with **bachelor's degrees**
- **Experience** is the main barrier when it comes to ownership, but **cost of entry** is also a challenge with the lower income
- **High likelihood to purchase** but also open-minded towards **different shared services models**

What This Means

- With the lack of experience and lower income, **shared service models provide a risk-free gateway** to address their two biggest concerns
- **Hands-on exposure** or **trial opportunities** (rentals, boat clubs, test rides) will be crucial for them to build confidence – particularly where education and instruction are offered

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

Dealers

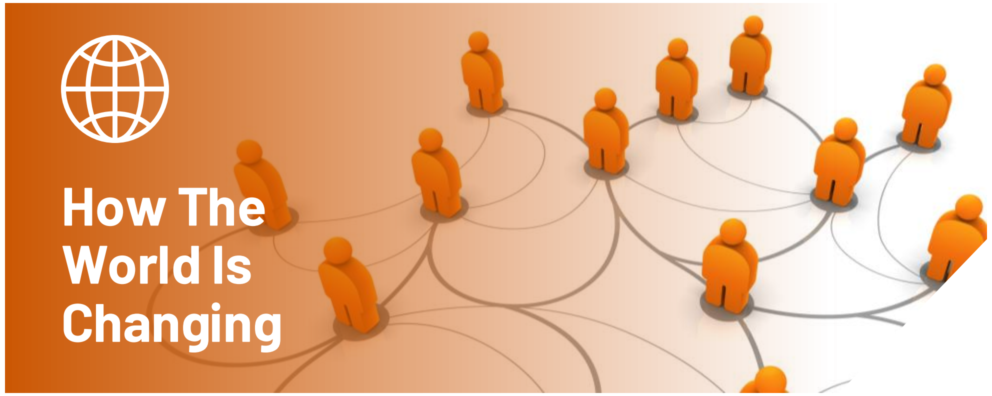
- Focus on guiding them through used and affordable boats that provide **lower initial investment but bring them into the category**
- Host fun and low-commitment local **on-water events** that give them a firsthand taste of the boating experience

Manufacturers

- Serve as a trusted financial and educational mentor by offering clear, easy-to-understand resources, such as working with dealers to offer a first-time boater safety kit, on-water training, and a step-by-step ownership and financial guide

DISCOVER BOATING™

- Normalize access as an important steppingstone to becoming a boat owner
- Offer an interactive online calculator or comparison tool that clearly shows the financial tipping point where ownership becomes more cost-effective than a boat club or rental model
- Provide clear, non-intimidating information or videos that break down financial steps to becoming a boater (e.g., “Budgeting for Boating Life”)



How The World Is Changing

Driven by **generational and demographic shifts**, America is seeing **cultural norms** being redefined around identity and inclusion.

Younger consumers are delaying major milestones in favor of **financial security and flexibility**, becoming intentional spenders who prioritize products and experiences aligning with their **health, ethical**, and **environmental values.**

What We're Seeing With This Target

- **More diverse** in **demographics** (higher share of Black and Hispanics across all prospects)
- **Experience** followed by **cost** are the key barriers to boat ownership
- **Environmental** or **ethical responsibility falls slightly lower than the average of** prospect clusters
- High percentage recall boating or have impressions of boating being **a way to spend time alone**

What This Means

- Will likely want to see more **diverse representation** in the boating landscape (across boat shows, dealers, marketing content, etc.)
- Environmental and ethical messages **are not as relevant to them** compared to other clusters, and the decision is driven more by **practicality, safety**, and **personal relevance**
- Boating should be positioned as a **flexible, welcoming activity** that fits diverse cultural norms and social gatherings

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

Dealers

- Offer **introductory boating and safety courses** in accessible local areas, open to anyone interested in getting into boating
- Place greater emphasis on **cultural competency on staff training**, and actively ensure dealership teams reflect the growing diversity of the consumer base
- Use **simple and easy-to-understand language** to explain features, emphasizing *why* they matter, not just *how* they work

Manufacturers

- Serve as confidence builders and offer introductory courses on boating skills and safety such as on-water training sessions, and a step-by-step ownership guide

DISCOVER BOATING

- Ensure different demographics are represented in marketing communications and campaigns
- Create a feature that helps new boaters find local, active, and welcoming boating clubs or social groups

How The World Is Changing

Digital tools are now seamlessly integrated into consumer life, driving an expectation for **instant, mobile access** and **increased adoption** across all sectors.

This has elevated expectations for **efficiency** and **personalization**. Social platforms have also evolved into **powerful discovery engines** where **community validation** now drive purchases and shape opinions more than traditional advertising.

What We're Seeing With This Target

- Relatively **open to technology,** showing similar level of interest with other prospect groups
- **YouTube** is the one of the top sources of information, but still value **friends & family** as an important resource
- **Lowest social media usage** among all prospects
- Feels **equally** comfortable **shopping online and in-person**
- **Likes to research** products or services before purchasing, including the latest tech developments

What This Means

- **YouTube** is an essential educational platform and tool
- Views **technology as a nice-to-have**, rather than the main deciding factor for purchase
- Digital and mobile experiences must **reinforce the trust they get from friends and family** and still provide the personal validation they need

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

Dealers

- Ensure **digital experience is seamlessly connected to the in-person journey,** allowing them to switch between the method they feel most comfortable with

Manufacturers

- Host in-person events and share YouTube and social content where loyal customers discuss their first-time experiences to reinforce trust
- Strategically collaborate with YouTubers to create engaging content such as "A Day in the Life of a Boater" or "Boating 101 tutorials" that feature different boats

---

DISCOVER BOATING

- Ensure all educational content on the website and YouTube is designed for quick social sharing for easy validation with the trusted network
- Provide authentic testimonials that feature new boaters, so the content feels relevant for them

Sales Ready

Avg. age
34 y.o.

White 75%
Black 11%
Hispanic 9%

Male 64%
Female 36%

Bachelor
Degree
48%

Kids in
HH
68%

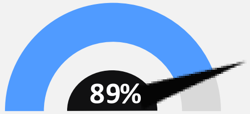
Avg.
Income
$80k

Avg. time on
social media
16 hours

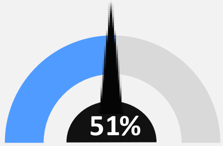
*Although I am **younger**, I have a **relatively positive outlook** on both my **personal finance and the current economy.** I've achieved many **milestones**, and I am open towards different **alternative models** boating offer. I am very **active on social media** and get most of **my resources** from there.*

ECONOMIC UNCERTAINTIES

CURRENT OUTLOOK ON...

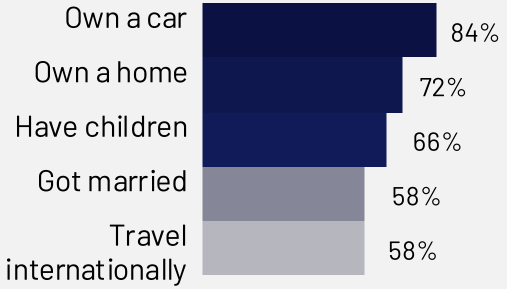


PERSONAL FINANCES



STATE OF ECONOMY
Neutral/Not worried

LIFE ACCOMPLISHMENTS



TRAD. vs ALT. MODELS

PURCHASE LIKELIHOOD

84%
Likely to buy on average

SOCIAL RECONFIGURATION

MINDFUL LIVING

Minimizing impact on the environment is important (68%)

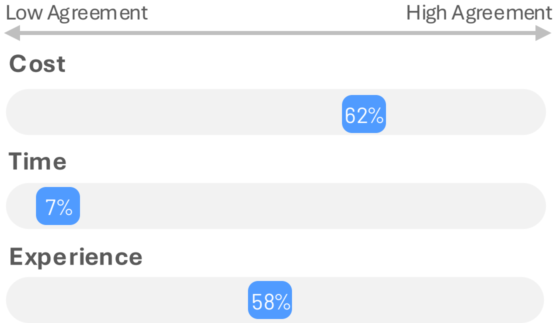
Buy from a company that supports my community even if it would be more expensive to (74%)

Other cultures enrich our society (63%)

TOP DISCRETIONARY ACTIVITY

45%
International /world travel

BOATING BARRIERS



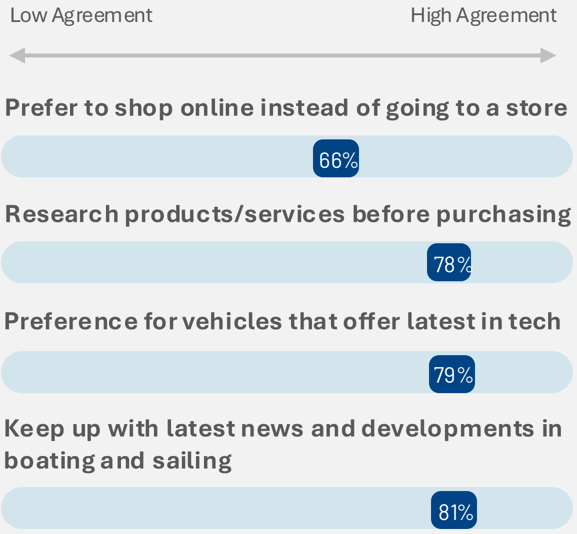
TECH-CELERATION

SOURCES OF INFLUENCE

57%
Social Media

56%
YouTube

DIGITAL ATTITUDES



How The World Is Changing

Global economic pressures are fueling **cautious, value-driven spending** while simultaneously driving a “-Live-Once” mindset focused on **immediate experiential rewards**.

What We’re Seeing With This Target

- **Relatively positive financial outlook** and perception (highest among all prospect groups) but **high cost of ownership** is biggest point of hesitation
- Achieved many **life milestones,** approximately 2 in 3 have kids
- **High likelihood to purchase** but also **open-minded towards different** shared services models
- Shows the **highest likelihood to purchase** among all prospect groups
- **Highest average income** among all prospect groups

What This Means

- Likely in a financially-stable state of life where they are **able to enjoy boating**
- Boats are the **last major discretionary commitment** after achieving milestones, and will seek to get the **most value out of the purchase**
- Likely to be **early adopter of changing access models**
- Financially ready to purchase a boat but **resources on lower financial entry points** will help

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

Dealers

- Offer simple, transparent materials and consultations that **break down Total Cost of Ownership**
- Provide information on **financing** (e.g., affordable monthly payment) so they can **gain confidence** in moving towards act of purchase
- Promote **used, certified pre-owned models** as an **alternative** to new boat purchase

Manufacturers

- Communicate boating as an activity that can be enjoyed within a moderate budget
- Create content that reframes the cost of a boat against the rising costs of competing family activities to highlight the value gained from time on the water
- Sell the family experience, connecting the boat directly to their achieved milestones and making great memories with kids, relatives and friends
- Extend invitations of select owner meet-ups where current owners address concerns and showcase the lifestyle and community awaiting them

How The World Is Changing

Driven by **generational and demographic shifts**, America is seeing **cultural norms** being redefined around identity and inclusion.

Younger consumers are delaying major milestones in favor of **financial security and flexibility**, becoming intentional spenders who prioritize products and experiences aligning with their **health, ethical**, and **environmental values.**

What We're Seeing

- **Skews White** compared to other prospect groups
- **Youngest** demographics among all prospect groups
- Values **sustainability** and **environmental responsibility**
- **Willing to pay more** for brands that **align with their values**
- Exhibits **highest spend on experiences and travel** among all prospect groups

What This Means

- Many, as young parents, will likely look for ways boating can offer **fun family experiences with their children**
- Demand information on **sustainable boating**, and sensitive to **ecological footprint and ethical practices**
- Seek Dealers/Manufacturers that demonstrate proactive commitment to **local conservation** and **ethical community engagement**
- View recreational boating as an **immersive experience** they can have, rather than something they own

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

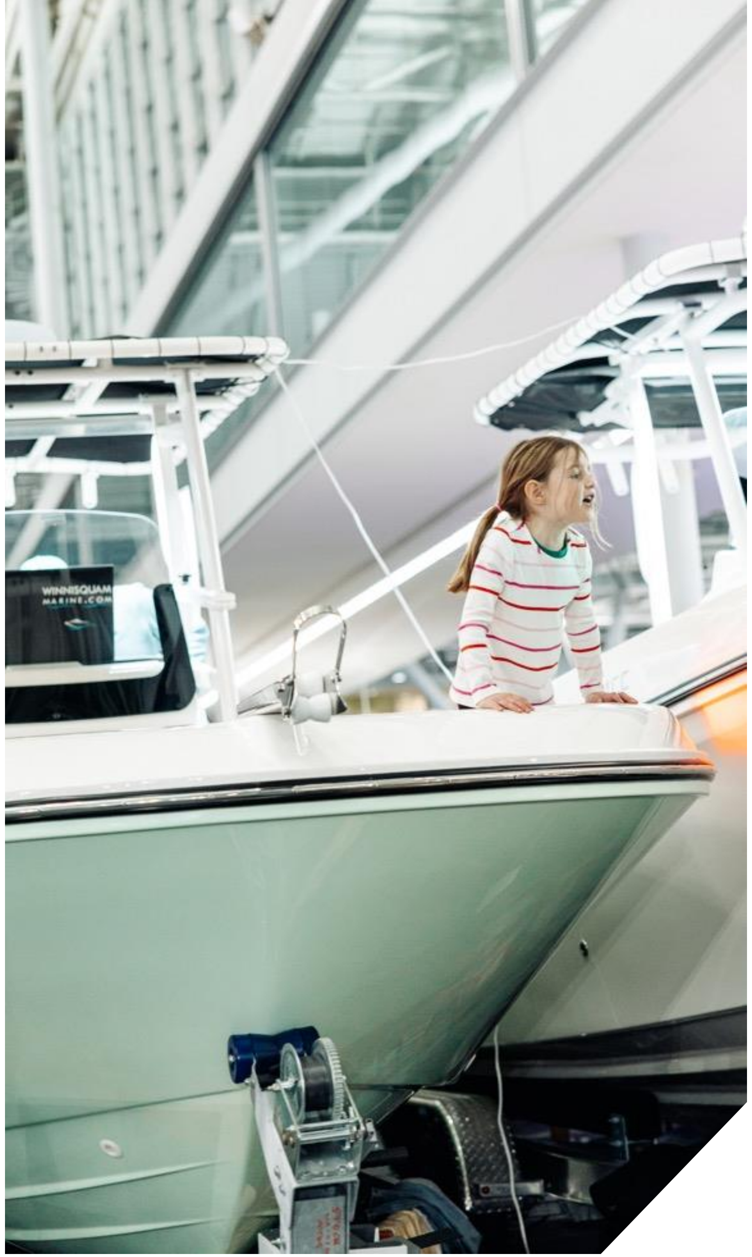
Ways To Connect

Dealers

- Provide personalized, dealer-curated guides to local **low-impact cruising areas** or **nature preserves**
- Create resources to help them **research boat brands** that have transparent, environmental and ethical commitments
- Host **local, family-focused gatherings** (e.g., dock parties for prospective boaters) that give **families opportunities to connect and engage**
- Place **greater emphasis on the experience of being on water** over being a boat owner

Manufacturers

- Provide resources on how boating can be enjoyed in sustainable ways
- Use articles and visuals that connect boating directly to mental health, stress reduction, and digital detox
- Actively promote boats designed for enjoyable family and kid-friendly experiences



How The World Is Changing

Digital tools are now seamlessly integrated into consumer life, driving an expectation for **instant, mobile access** and **increased adoption** across all sectors.

This has elevated expectations for **efficiency** and **personalization**. Social platforms have also evolved into **powerful discovery engines** where **community validation** now drive purchases and shape opinions more than traditional advertising.

What We're Seeing With This Target

- **Digital adopters** who value technology and prefer vehicles equipped with the latest features
- **Active on social media,** with highest **social media usage** among all prospects
- **Social media** and **YouTube** are top information sources and get influenced from them
- Regularly **follows social media posts of brands** or companies of interest, as well as **latest news in boating**

What This Means

- Expect to use **digital channels for their consumer journey**, from research to moment of purchase, and expect it to be **fast, mobile-friendly,** and **transparent**
- Social media and YouTube are not just a research engine, but also a **virtual showroom** and tool for **validation**
- View technology as a **core part of boat's value proposition**
- Content creators and YouTubers are **highly influential** to this cluster

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

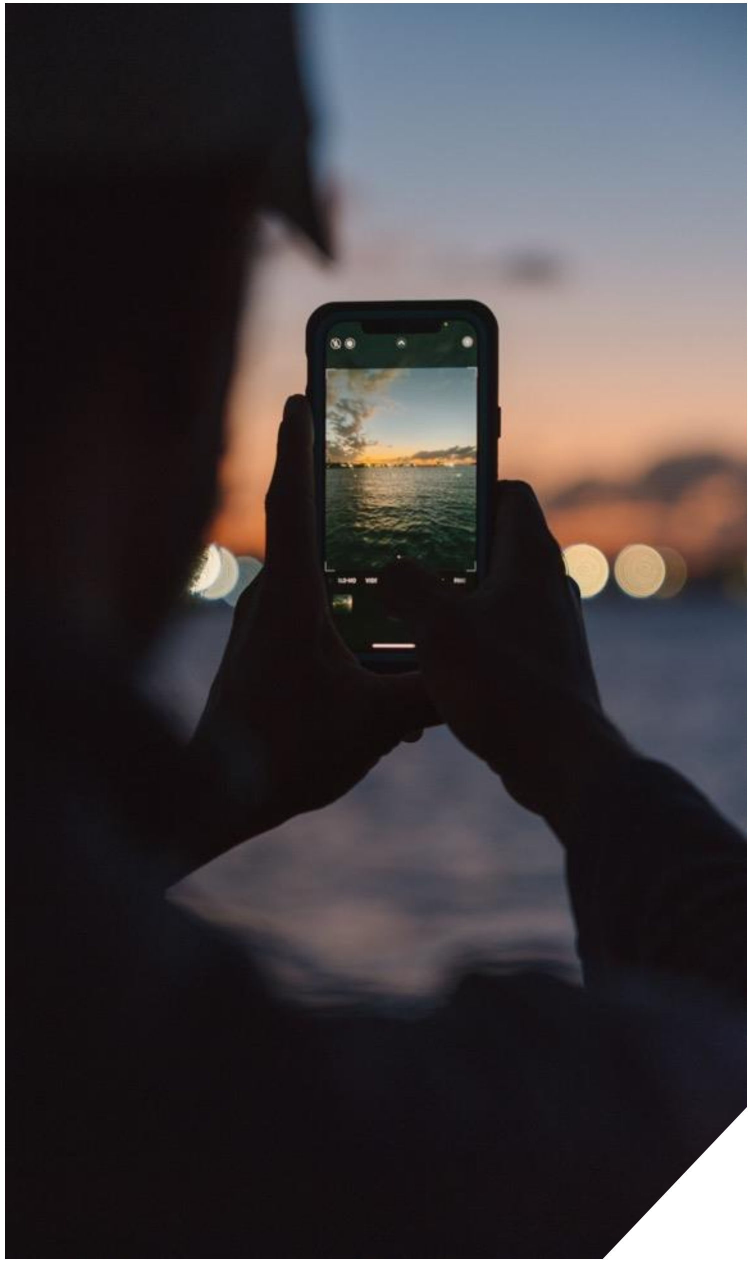
Ways To Connect

Dealers

- Ensure the **digital experience is seamlessly connected to the in-person** journey with live chat, linked social media, text communication, online appointments, and transparent pricing
- Invest in **professional video walk-throughs** (both short-form and long-form) of high-interest models so they can visualize every element of them
- Develop **highly engaging, mobile-friendly website tools** that allow users to easily compare models or guide them to the best fit for their needs (e.g., a fun interactive assessment)

Manufacturers

- Strategically partner with influencers on social media and post videos on YouTube to gain more visibility and interest
- Maintain an active social media presence, being selective with content to ensure it accurately reflects brand values and resonates with their focus on family time and immersive experiences
- Offer immersive digital experiences of boat interiors and exteriors, and invest in professional video walk-throughs of high-interest models, allowing potential buyers to fully explore and experience the boats before visiting the dealership to satisfy their research needs



APPENDIX

Key Takeaways for: Manufacturers

Relevant Target Boaters

- **Current Owners (Established & Recent)**
- **Inexperienced**
- **Sales-ready**

Ways to Connect

- Communicate boating as an activity that can be **enjoyed within a moderate budget** and serve as a **trusted mentor** by offering clear, easy-to-understand guides
- Provide resources on how boating can be enjoyed in **sustainable ways**, and for better mental health
- Actively promote boats designed **for enjoyable family and kid-friendly experiences**
- **Position new boat tech features** as enablers of efficiency, safety, and connectivity
- Develop **standardized digital assets** (e.g., video tutorials, interactive calculators) for dealers to use in the research phase of the purchase journey
- Offer **immersive digital experiences** of boat interiors and exteriors, and invest in professional video walk-throughs of high-interest models
- **Strategically partner with influencers** on social media and post videos on YouTube to gain more visibility and interest

Further implications are detailed within the individual Target Cluster profiles in the Futureproofing section.

Key Takeaways for: Discover Boating

Relevant Target Boaters

- **Current Owners (Established & Recent)**
- **Cost-Conscious**
- **Time-Pressed**
- **Inexperienced**

Ways to Connect

- Position boating as an **investment in family memories, relaxation, and life experiences**
- **Normalize access** as an important steppingstone to becoming a boat owner for prospective boaters
- Develop **owner spotlight campaigns** that highlight their personal stories
- Develop content and videos that tie back to the **core motivations** for each group (e.g., relaxing time in nature, with family, and being outdoors)
- Leverage **the power of existing owners** by hosting events such as owner testimonials that introduce people into boating
- Create **online forums and communities** where owners can connect, and a feature that helps new boaters find **local, active, and welcoming boating clubs or social groups**
- Provide **short and quick YouTube videos** that provide quick summaries of key boat types, ownership costs, and features

Further implications are detailed within the individual Target Cluster profiles in the Futureproofing section.

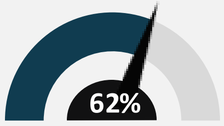
Cost Conscious

Avg. age 38 y.o.	White 59% Black 20% Hispanic 13%	Male 67% Female 33%	Bachelor Degree 33%	Kids in HH 50%	Avg. Income $74.0k	Avg. time on social media 14.38 hours

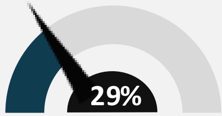
*I hold a more **pessimistic view on my personal finances** and **the state of economy**. Although I have interest in boating, **cost is my barrier**. I care about **sustainability** and **minimizing impact on environment**. I rely both on **social media** and **people around me** for resources.*

ECONOMIC UNCERTAINTIES

CURRENT OUTLOOK ON...

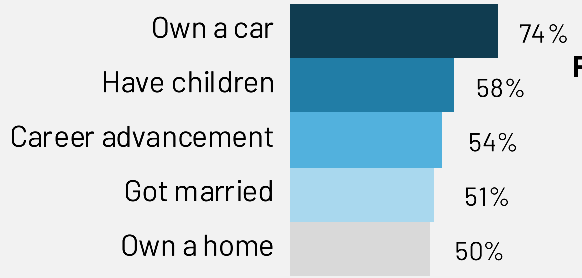


PERSONAL FINANCES

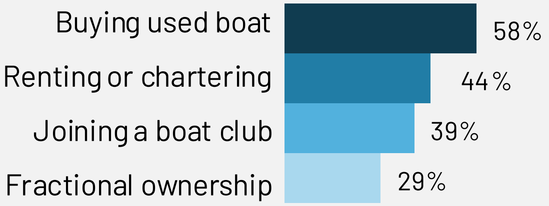


STATE OF ECONOMY
Neutral/Not worried

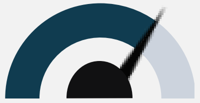
LIFE ACCOMPLISHMENTS



TRAD. vs ALT. MODELS



PURCHASE LIKELIHOOD



70%
Likely to buy on average

SOCIAL RECONFIGURATION

MINDFUL LIVING

Minimizing impact on the environment is important (67%)

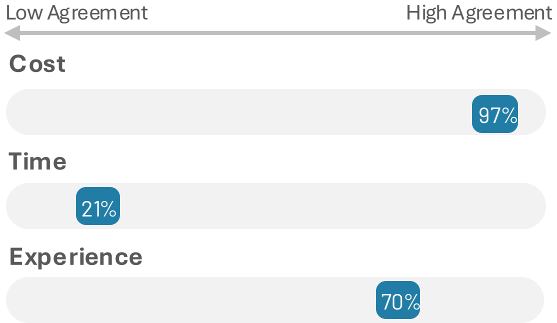
Buy from a company that supports my community even if it would be more expensive to (61%)

Other cultures enrich our society (67%)

TOP DISCRETIONARY ACTIVITY

27%
International /world travel

BOATING BARRIERS



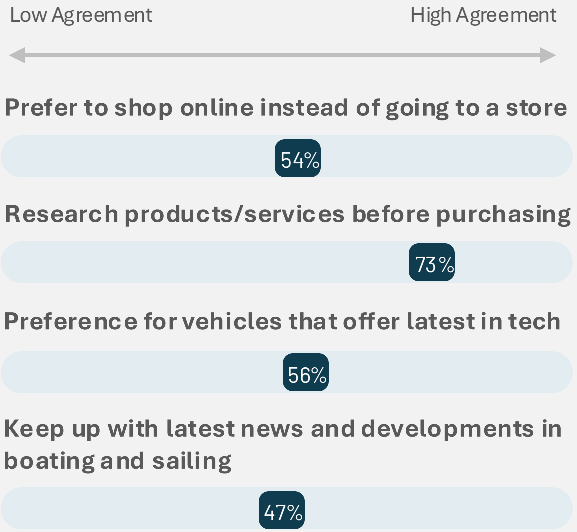
TECH-CELERATION

SOURCES OF INFLUENCE

40%
Social Media

37%
Friends & Family

DIGITAL ATTITUDES



How The World Is Changing

Global economic pressures are fueling **cautious, value-driven spending** while simultaneously driving a YOLO mindset focused on **immediate experiential rewards**.

What We're Seeing With This Target

- **Less optimistic** on the **outlook of the economy**
- Values **career advancement** (highest among all clusters, including owners)
- Average when it comes to **likelihood to purchase**, and open towards **alternative models**
- Financially-sensitive cluster with **a majority owning a car**

What This Means

- Hyper-aware of the ongoing costs of maintaining a vehicle, likely to be calculated spenders
- Career-driven individuals who seek to maximize income/wealth, and boat expenditures will need to support this financial goal
- Will seek for **transparent, low-cost options** where the total cost is fully known upfront

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

DISCOVER BOATING™

- Offer **easy-to-understand financial education**, including budgeting tips for boating and comparisons of ownership vs. shared-access models
- Create **step-by-step guides** for first-time buyers that cover financing, insurance, and ongoing costs (e.g., fuel surcharge, late fees)
- Position ownership as a long-term financial goal but **emphasize access** as the **necessary current solution** for immediate enjoyment
- Create content that **validates and celebrates boat clubs and rentals as the best first step** for cost-conscious prospects
- Provide **trial memberships for boat clubs or shared-access programs** they can get through Discover Boating, or offer scholarships or discounts for first-time boaters in training courses or boating workshops to encourage them

How The World Is Changing

Driven by **generational and demographic shifts**, America is seeing **cultural norms** being redefined around identity and inclusion.

Younger consumers are delaying major milestones in favor of **financial security and flexibility**, becoming intentional spenders who prioritize products and experiences aligning with their **health, ethical**, and **environmental values.**

What We're Seeing With This Target

- **High willingness** to purchase from a company that **supports community**
- **Cost** is the main barrier when it comes to ownership
- **Around average** when it comes to **environmental** or **ethical responsibility**
- High percentage perceive boating as **not being for people like themselves**

What This Means

- Since **cost is the primary barrier** and their ethical responsibility is average, they are likely to prioritize **affordability and accessibility** over premium eco-friendly features
- Given that financially pressed individuals often **represent a wide array of racial background**, inclusive representation may be important to them
- Will likely seek communication that makes them **feel financially included**

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

DISCOVER BOATING

- Show boating as a **lower-carbon footprint, higher-freedom form of travel** compared to air travel and international trips
- Provide marketing and communications that emphasize **inclusivity and belonging**, showing that **boating is for everyone, not just wealthy or experienced individuals**

How The World Is Changing

Digital tools are now seamlessly integrated into consumer life, driving an expectation for **instant, mobile access** and **increased adoption** across all sectors.

This has elevated expectations for **efficiency** and **personalization**. Social platforms have also evolved into **powerful discovery engines** where **community validation** now drive purchases and shape opinions more than traditional advertising.

What We're Seeing With This Target

- Relatively **open to technology**
- **Social Media** is the top source of information
- Still value **friends & family** as important resource
- **Actively researches** products and services before purchasing
- **Prefers to shop online** than in-person

What This Means

- What they see on social media has **high influence** on their **perceptions and decisions**
- Digital and mobile experiences must **reinforce the trust they get from friends and family** and still provide the personal validation they need

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

DISCOVER BOATING™

- **Strategically partner with lifestyle influencers** on social media who can share relatable experiences and demonstrate that boating is accessible
- Highlight **diverse stories and testimonials** on website and social media from boaters of different backgrounds and financial situations
- Publish **short and concise educational content** on social media that can easily be shared for **validation with trusted network**

Time Pressed

Avg. age
40 y.o.

White 63%
Black 19%
Hispanic 10%

Male 72%
Female 27%

Bachelor
Degree
44%

Kids in
HH
49%

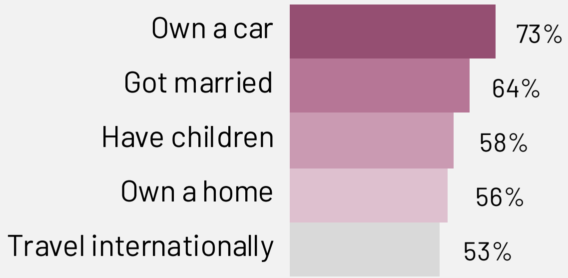
Avg.
Income
$70.1k

Avg. time on
social media
14.34 hours

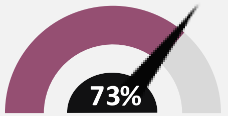
*I have a relatively positive view towards both my **personal finance** and the **economy.** Although I have interest in boating, **time is an issue** for me. I rely on **my friends and family** more than the digital sources.*

ECONOMIC UNCERTAINTIES

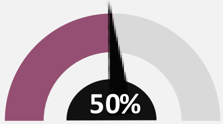
LIFE ACCOMPLISHMENTS



CURRENT OUTLOOK ON...

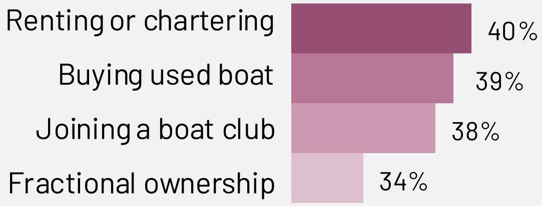


PERSONAL FINANCES

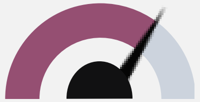


STATE OF ECONOMY
Neutral/Not worried

TRAD. vs ALT. MODELS



PURCHASE LIKELIHOOD



70%
Likely to buy on average

SOCIAL RECONFIGURATION

MINDFUL LIVING

Minimizing impact on the environment is important (61%)

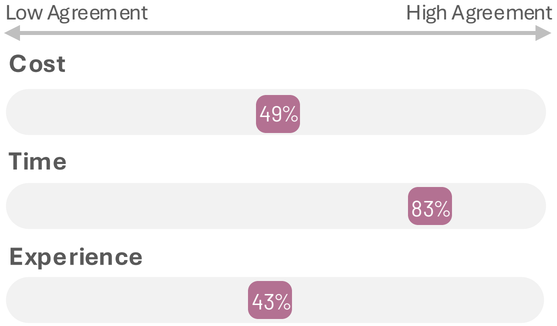
Buy from a company that supports my community even if it would be more expensive to (69%)

Other cultures enrich our society (67%)

TOP DISCRETIONARY ACTIVITY

33%
International /world travel

BOATING BARRIERS



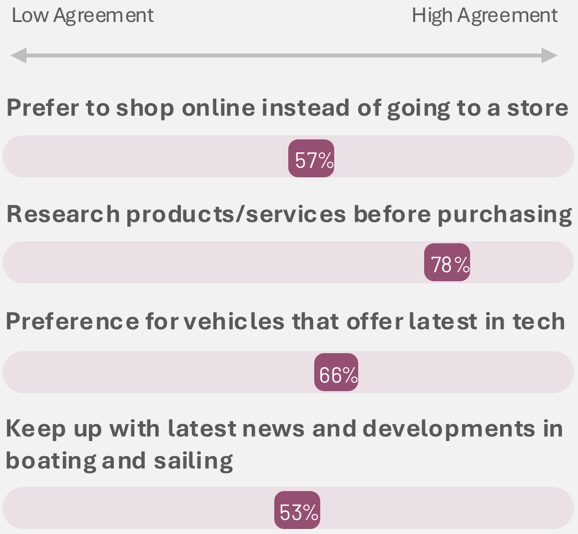
TECH-CELERATION

SOURCES OF INFLUENCE

45%
Friends & Family

36%
YouTube

DIGITAL ATTITUDES



How The World Is Changing

Global economic pressures are fueling **cautious, value-driven spending** while simultaneously driving a “-Live-Once” mindset focused on **immediate experiential rewards**.

What We’re Seeing With This Target

- **Relatively positive financial outlook** and perception (relative to other prospect groups)
- **Oldest in age** among all prospect groups
- Average for both **likelihood to purchase** and **openness towards different alternative models**
- Accomplished **major traditional life milestones,** especially those that require high commitment like car ownership and raising a family

What This Means

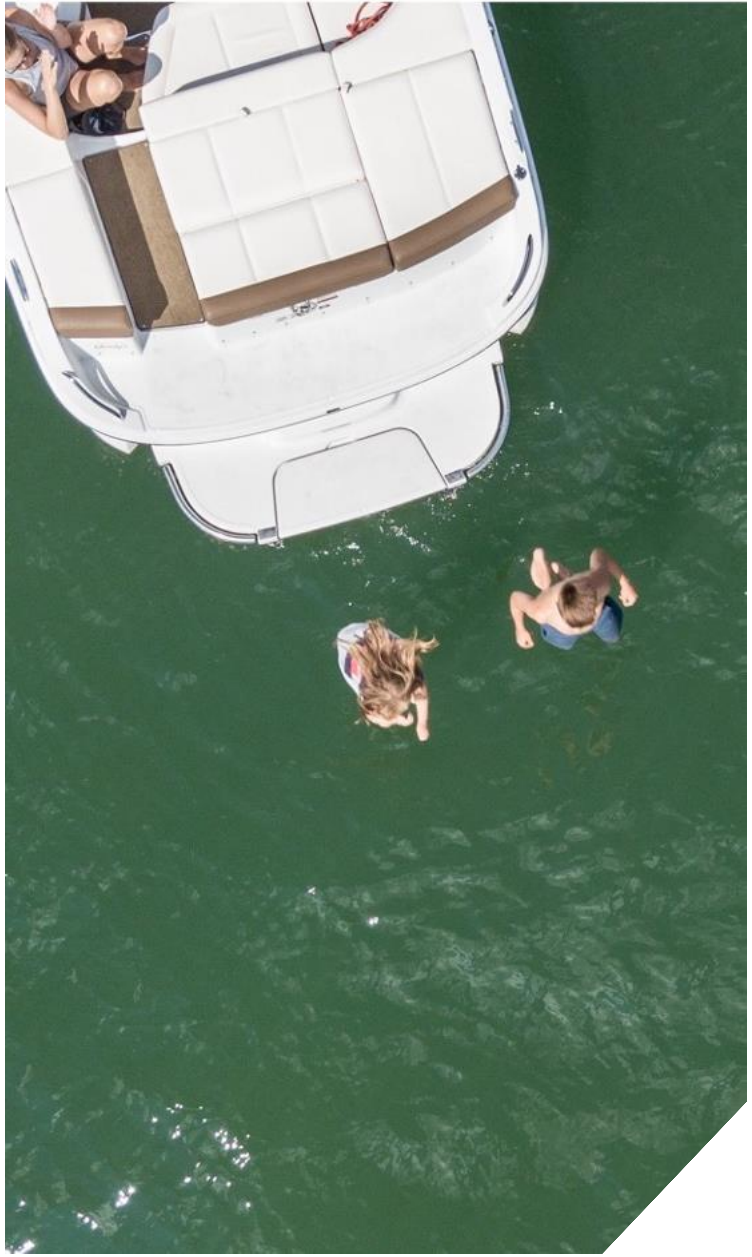
- **Time-poor individuals** who are hyper-aware of the longer-term costs associated with boat ownership beyond the purchase price
- **Ease of use, convenience,** and **streamlined experience** will be the most important for them
- Will likely view alternative models as ways to **get time on water without administrative commitment** of ownership

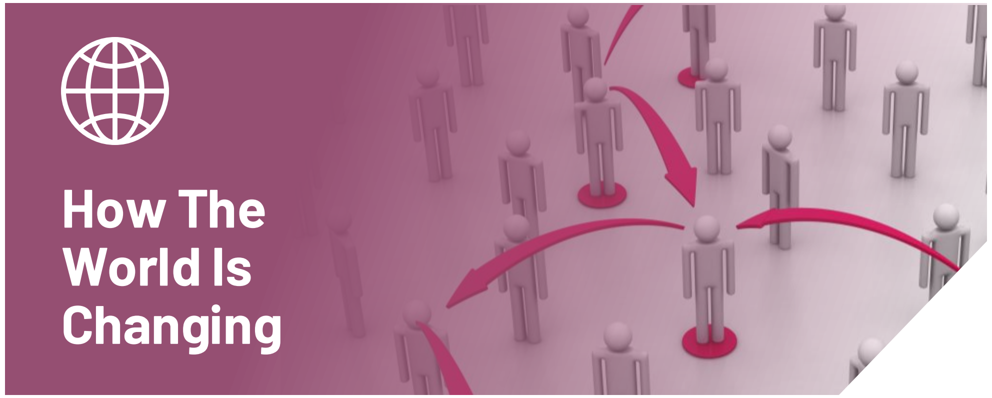
Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

DISCOVER BOATING

- **Validate the investment** by creating compelling content that positions boating as **efficient, guaranteed way to spend high-quality time with family and friends**
- Provide **simple guides** that help them navigate best course of action based on **time-for-cost ratio on expected usage**
- Deliver **experience over logistics** by shifting the focus on what they can get from boating
- Introduce more **content on boat clubs, fractional ownership, and rentals** that allow for **flexibility and lower commitment**





How The World Is Changing

Driven by **generational and demographic shifts**, America is seeing **cultural norms** being redefined around identity and inclusion.

Younger consumers are delaying major milestones in favor of **financial security and flexibility**, becoming intentional spenders who prioritize products and experiences aligning with their **health, ethical**, and **environmental values.**

What We're Seeing With This Target

- **High willingness** to purchase from a company that **supports their community**
- **Time** is the main barrier when it comes to ownership
- **Around average** when it comes to **environmental** or **ethical responsibility** compared to other prospect groups
- High percentage claim that some of **best childhood memories involve being on or near the water,** and have impressions of it being associated with **excitement** and **fun**

What This Means

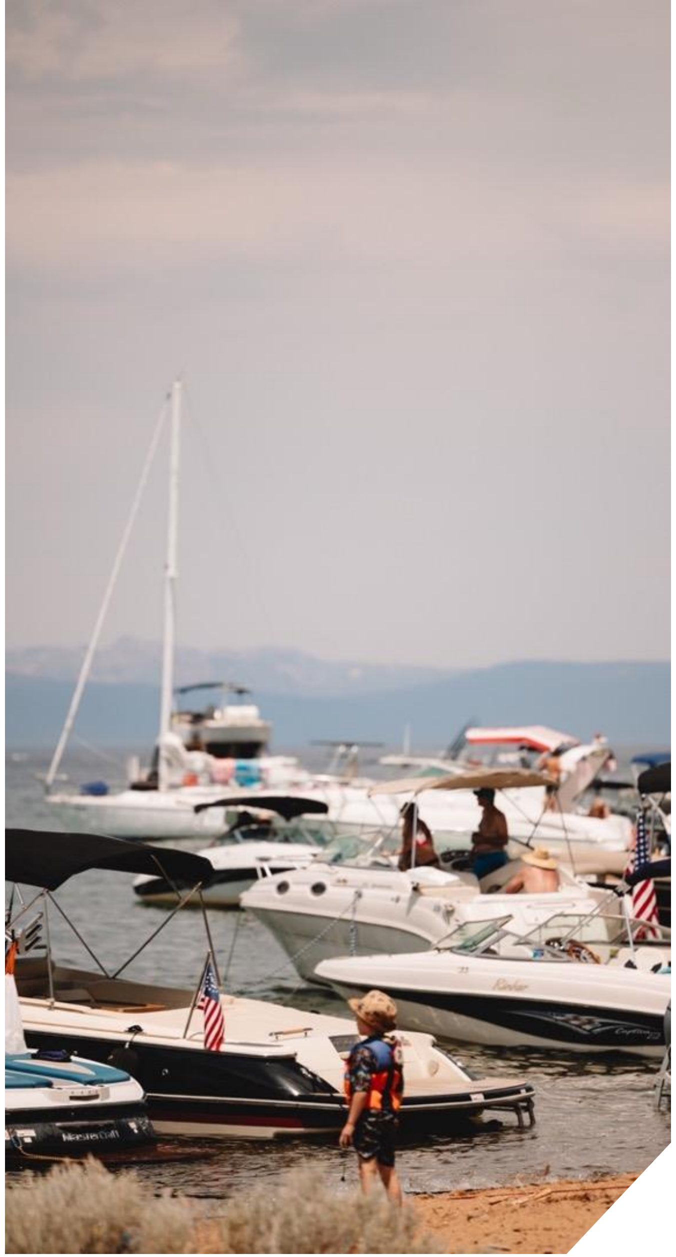
- Will seek for **high emotional ROI** as every experience on water matters **with limited time**
- Will likely buy a boat from a brand with **aligned personal values**
- Will likely **seek for the boating life** as long as time allows, since they have **positive memories** associated with life on water

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

DISCOVER BOATING

- Create content that focuses on **high-end, low-effort social experiences** on a boat
- Publish **community-driven narratives** such as people who use their boats for charitable activities or mentorship, providing **aspirational examples** of how to combine their passion with their desire for social contribution
- Provide exciting **pre-planned itineraries** and **guide on how to enjoy boating** (e.g., Thrill & Chill: A Guide to Boating Experiences) that **eliminate the time barrier**
- Provide **time-efficient education** or quick-read guides that are **brief and concise**



How The World Is Changing

Digital tools are now seamlessly integrated into consumer life, driving an expectation for **instant, mobile access** and **increased adoption** across all sectors.

This has elevated expectations for **efficiency** and **personalization**. Social platforms have also evolved into **powerful discovery engines** where **community validation** now drive purchases and shape opinions more than traditional advertising.

What We're Seeing With This Target

- Relatively **open to technology** and prefer vehicles equipped with the latest features
- **YouTube** is the one of the top sources of information, but still value **friends & family** as important resource
- **Actively researches** products and services before purchasing
- Tries to keep up with **latest news in boating**

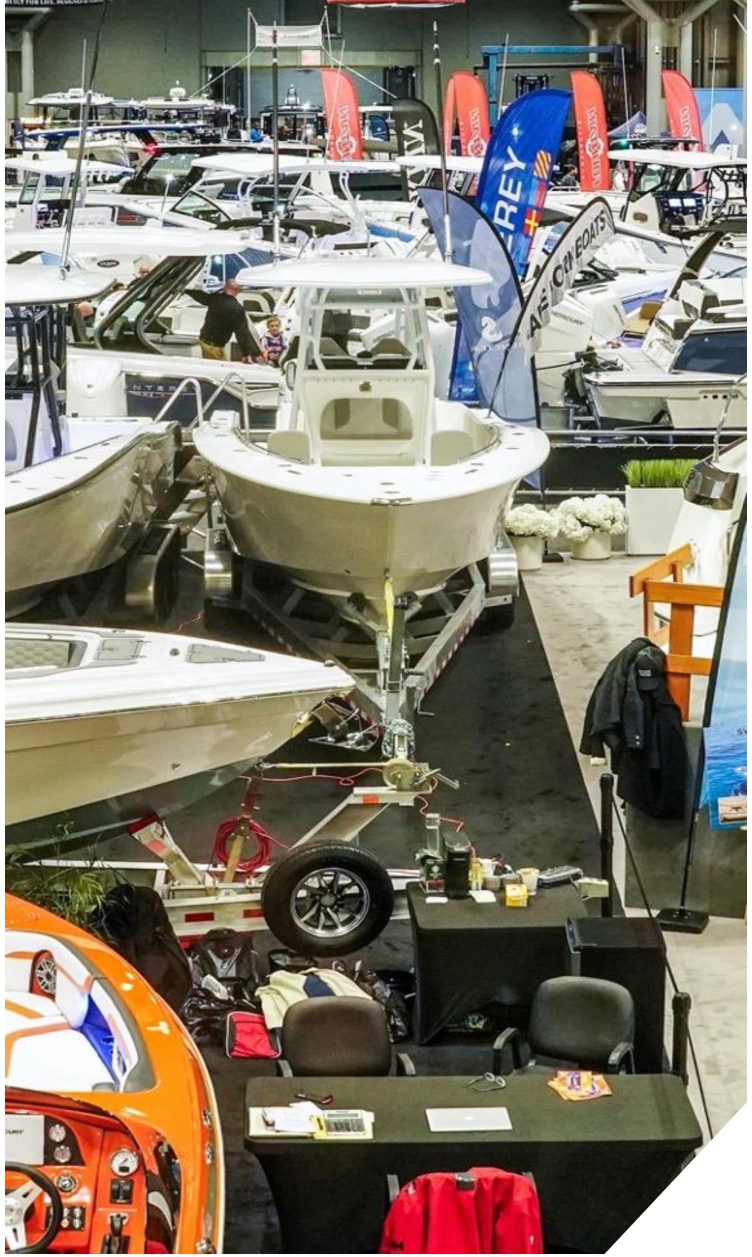
What This Means

- **YouTube** is very important educational tool
- Likely view **technology** on the boat as ways to **make things efficient**
- Digital and mobile experiences must **reinforce the trust they get from friends and family** and still provide the personal validation they need

Note: Analysis drawn from expanded survey questions beyond data shown on the slide before. More data for each Cluster can be found in the appendix

Ways To Connect

- Integrate **virtual tours and product comparisons** to reduce friction in the decision-making process
- Provide **short and quick YouTube videos** that provide quick summaries of key boat types, ownership costs, and features
- Ensure all educational content on website and YouTube is designed for **quick social sharing** for **easy validation via trusted networks of boaters and prospects**
- Feature **video testimonials** from accomplished and busy professionals who discuss **how boating improved their quality of life**
- Collaborate with influencers or YouTubers who focus on **practical, lifestyle-oriented boating content** (e.g., "A Day in the Life of a Boating Family")

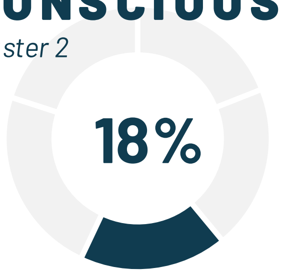


PROSPECTIVE BOAT OWNER CLUSTERS

Detailed Cluster Profiles

COST CONSCIOUS

Cluster 2



KEY OVERVIEW

Cost Conscious Prospects are looking to purchase in the next 1-5 years. They are less likely to be advance or expert boaters and are mostly concerned with costs, considering not only the initial cost of the boat but also the storage and ongoing maintenance for the vehicle and fear they won't have time to use it.

KEY DEMOGRAPHICS

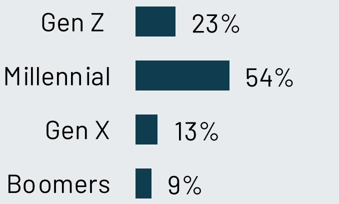
67% Male

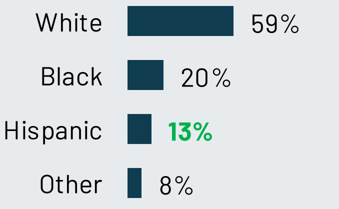
33% Female

50% Children in HH

$74.0k Avg. Income

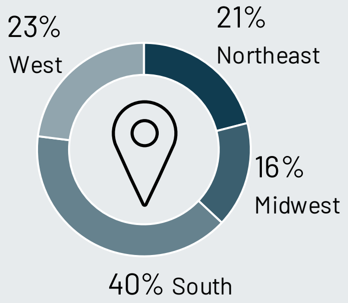
38 Avg. Age





Discretionary Income

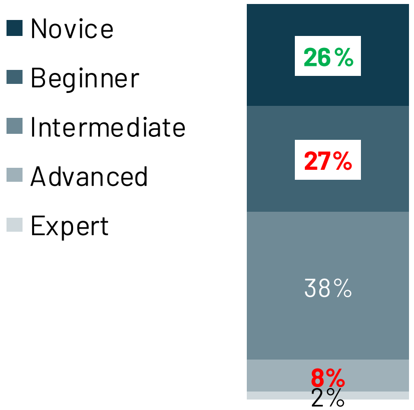
24%	100% necessities / 0% discretionary
29%	90% necessities / 10% discretionary
39%	75% necessities / 25% discretionary



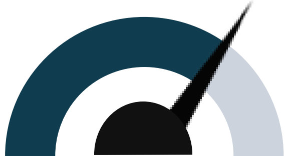
Miscellaneous Demographic Question, S1b, B3, HQS5, S5b, B1, B4, B2, C9, C9b

🟢 Over Index to Total Prospects (≥120%)
🔴 Under Index to Total Prospects (≤ 80%)
Indexing reported if Total Prospects %=5%+

KNOWLEDGE LEVEL



LIKELIHOOD TO BUY BOAT



70%
Likely to buy on average

PURCHASE TIMEFRAME

32% Next 1-2 years
30% Next 3-5 years

TOP BOATS INTERESTED IN

26%	Fish-and-ski boat
24%	Freshwater fishing boat
20%	Yacht

'DISCOVER BOATING'

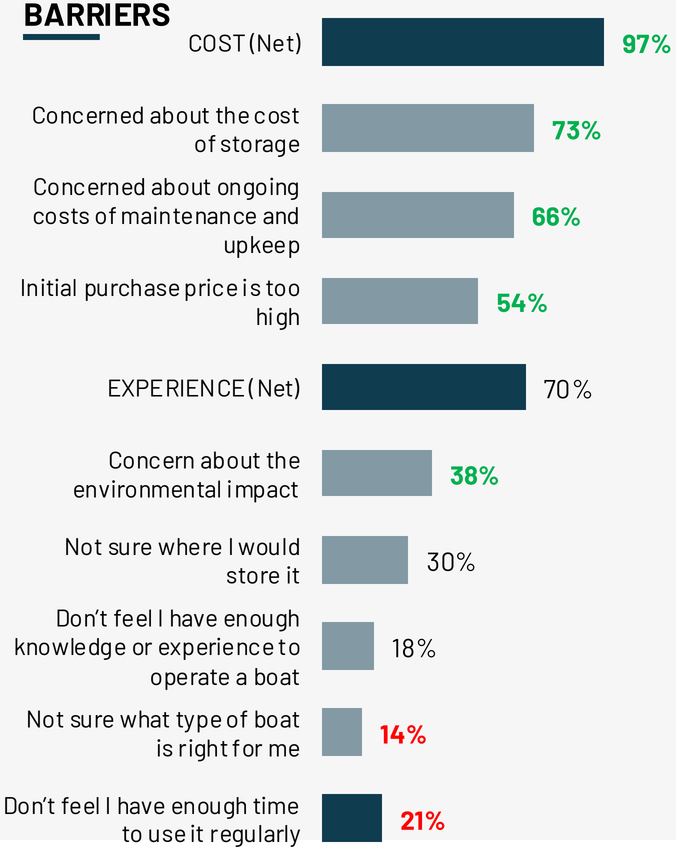
26% Aware of 'Discover Boating'

Aware of Discover Boating (n=23)*
**Base too low to report (n<30)*

ESTIMATED BOAT BUDGET

$ 69.8k
Average Budget

BARRIERS



COST CONSCIOUS

Cluster 2

PURCHASE JOURNEY

Financing, transparent cost information and comprehensive packages are appealing to this group who in general, consider traditional boat ownership somewhat unaffordable. When looking for a dealer they are less likely to care about the knowledge and expertise of the staff or one specific brand; instead they are looking for a wide selection of boats and brands, dealers who showcase the latest technology/ innovations and availability of financing options.

PLANNED PURCHASE

Top Mentions

26%	New boat dealer
21%	Direct from private seller
18%	Online

INFLUENTIAL RESOURCES

Top Mentions

40%	Social Media
37%	Friends /Family
36%	Online Articles and Reviews

C1, C3, C4, C5, C6, C6b, C6c, C7, C8

🟢 Over Index to Total Prospects (≥120%)

🔴 Under Index to Total Prospects (≤ 80%)

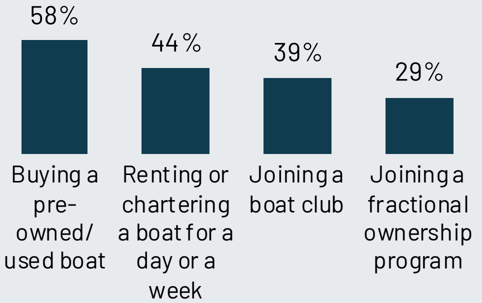
Indexing reported if Total Prospects %=5%+

ENCOURAGE PURCHASE

54%	More transparent info about total cost of ownership
52%	More attractive or flexible financing options
48%	Availability of comprehensive service/maintenance packages
42%	Better access to boating education and training
30%	"Try before you buy" or extensive demo programs

INTEREST IN ALTERNATIVE MODELS

% Extremely/Very Interested



AFFORDABILITY

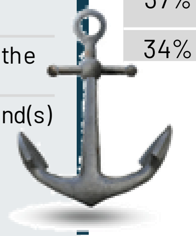
% Strongly Agree/Agree

56%	Considering the enjoyment one can get from it, boating is a good value for the money
49%	Boats have become less affordable over recent years
33%	Overall, owning a boat is an affordable hobby
28%	The ongoing costs of owning a boat are manageable
26%	The initial purchase price for a boat is reasonable

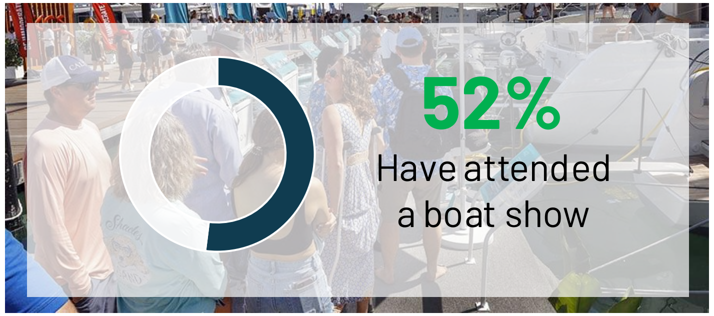
Never Attended Recreational Boat Show (n=43)

DEALER FACTORS

41%	Dealer's reputation and trustworthiness
39%	Availability of financing options
38%	Quality or post-sale service and support
37%	Transparent pricing with no hidden fees
36%	Offers a wide selection of different boat types and models
29%	Location
23%	Knowledge and expertise of the sales staff
20%	Carries the specific boat brand(s) I am interested in



ATTENDED BOAT SHOW



PERCEPTIONS vs. WANTS

TOP PERCEPTIONS

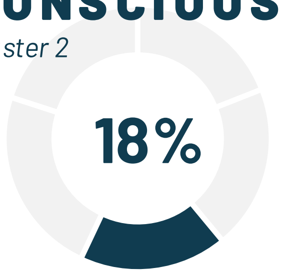
60%	A wide selection of boats and brands
52%	A fun, family-friendly atmosphere
49%	Showcases of the latest technology and innovations

TOP WANTS

46%	A wide selection of boats and brands
37%	A wide range of price points, including affordable options
34%	A fun, family-friendly atmosphere

COST CONSCIOUS

Cluster 2



THE WATER GENE

3 in 4 Cost Conscious Prospects had some of their best childhood memories involved being or near water with experiences spanning age and annual experiences through a variety of channels.

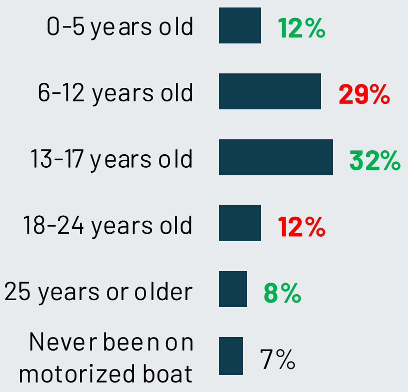
UPBRINGING AND EXPOSURE TO WATER

% Strongly Agree/Agree

59%	Growing up, I had frequent exposure to recreational boating
73%	Some of my best childhood memories involved being on or near the water

AGE OF FIRST BOAT EXPERIENCE

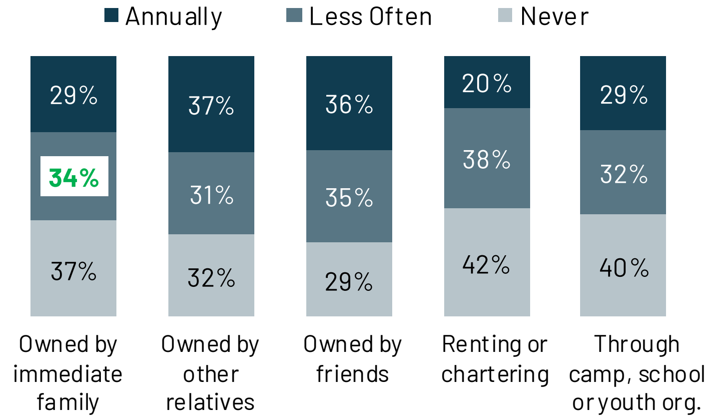
13 Avg. Age



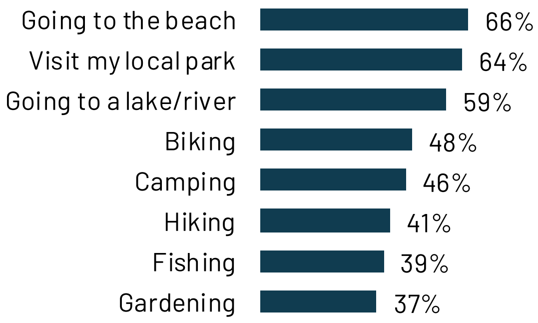
D1, D2, D3, D4, D5

● Over Index to Total Prospects (≥120%)
● Under Index to Total Prospects (≤ 80%)
Indexing reported if Total Prospects %=5%+

VOLUME OF EXPERIENCES



OTHER OUTDOOR INTERESTS*



*Top Mentions of Have Participated
Participated as a Child and Now Percents Reported

BOATING MEMORIES AND SENTIMENT

Mean Value

COST CONSCIOUS

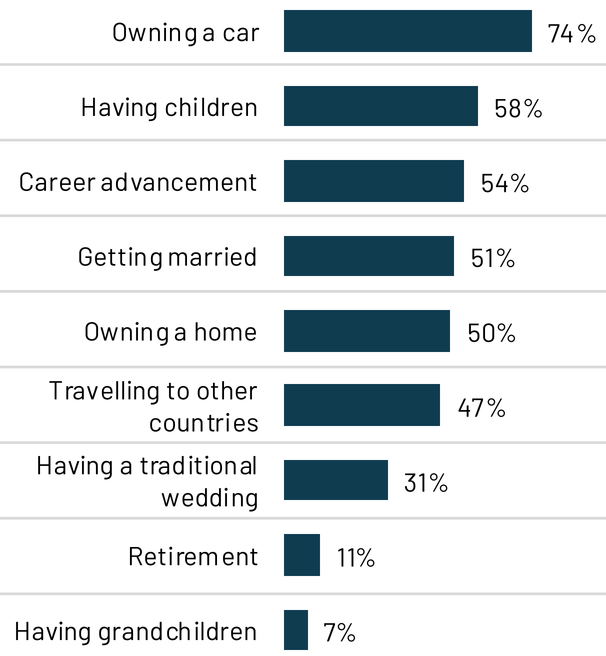
Cluster 2

PERSONAL MILESTONES & SOCIAL MEDIA

Cost-Conscious Prospects spend less time on social media than other prospects but across the same platforms. Due to their financial status, they are less likely to spend on key discretionary activities.

LIFE MILESTONES AND IMPORTANCE

30% **Owning a boat** is important but feels unattainable



		T2B% Important^
Owning a car	74%	*
Having children	58%	68%
Career advancement	54%	71%
Getting married	51%	61%
Owning a home	50%	82%
Travelling to other countries	47%	65%
Having a traditional wedding	31%	55%
Retirement	11%	80%
Having grandchildren	7%	63%

**Base too low to report (n<30) ^Important and working toward it/but feels unattainable*

HQ.E1, E2, E3a, E3, E4, MU16, MU17

● Over Index to Total Prospects (≥120%) ● Under Index to Total Prospects (≤ 80%)

Indexing reported if Total Prospects %=5%+

SOCIAL MEDIA USAGE

YouTube	Facebook	Instagram	TikTok	X	Reddit	Pinterest
79%	77%	72%	51%	42%	32%	28%

ACCOUNTS FOLLOWED

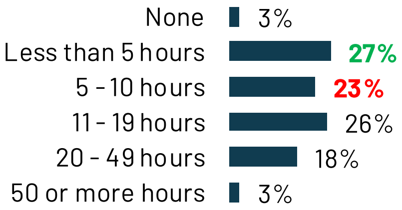
70%	47%	45%	45%	44%	37%	12%
Friends, family, or people I know personally	Official brand accounts	Individual creators or influencers	Community groups or forums	Celebrities	News organizations or journalists	Mostly just browse, don't actively follow many

SOCIAL MEDIA ATTITUDES

T2B% (Definitely/Tend to Agree)

74%	63%	62%	59%	59%	57%	49%	44%	41%	39%
Helps me connect with people with similar interests	Constantly using social media to learn	Regularly follow posts of brands or co. interested in	Check to see what others are up to, but do not post much myself	Rely on social media news to keep me informed	Tend to believe a post if shared friends	Puts me in a better mood	Online identity is an important part of who I am	Uncomfortable with receiving ads in my feeds	Waste of time

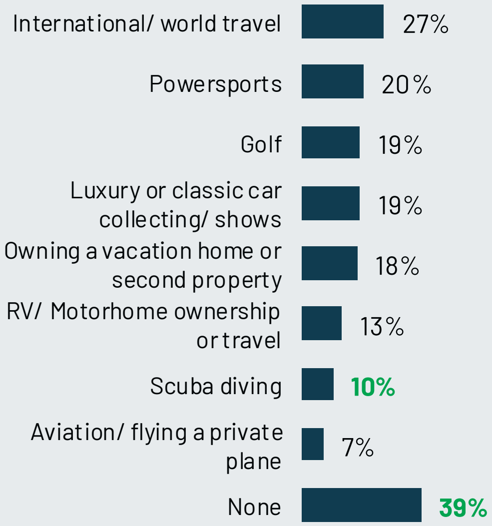
SOCIAL MEDIA WEEKLY USAGE



None	3%
Less than 5 hours	27%
5 - 10 hours	23%
11 - 19 hours	26%
20 - 49 hours	18%
50 or more hours	3%

14.4 Hours on average per week

DISCRETIONARY ACTIVITIES



International/ world travel	27%
Powersports	20%
Golf	19%
Luxury or classic car collecting/ shows	19%
Owning a vacation home or second property	18%
RV/ Motorhome ownership or travel	13%
Scuba diving	10%
Aviation/ flying a private plane	7%
None	39%

COST CONSCIOUS

Cluster 2

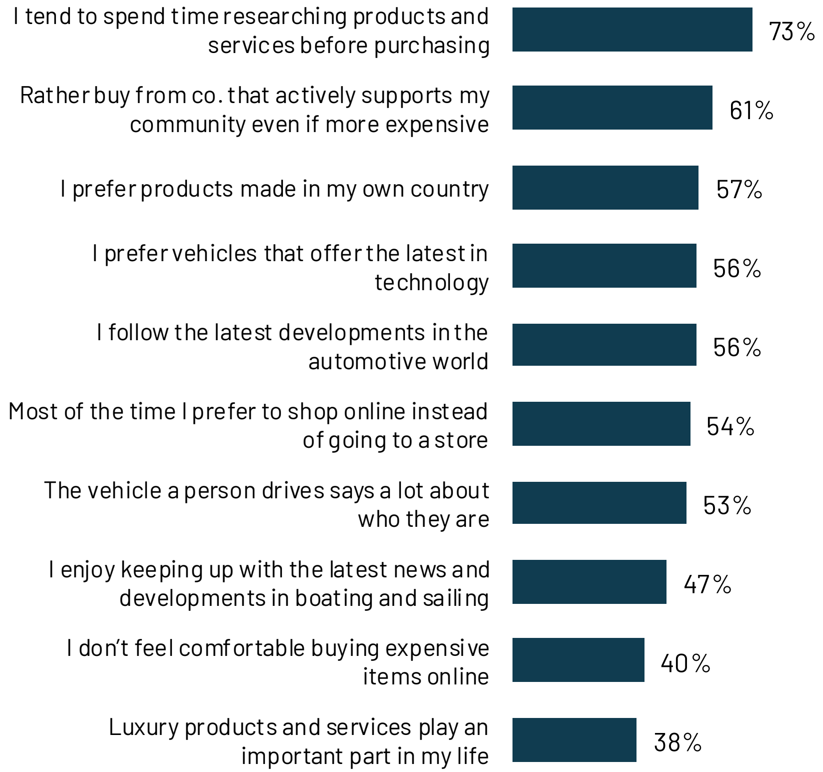
ADDITIONAL ATTITUDINAL INSIGHTS & INTERESTS

These consumers are concerned about the current and future of the economy. They have a variety of interests that suggest they like to be on top of the latest news-worthy issues. About a third indicate they feel very/somewhat pessimistic about their finances and they are more likely to be liberal in their political affiliations.

ATTITUDES & BELIEFS

PERSONAL ATTITUDES

T2B% (Definitely/Tend to Agree)

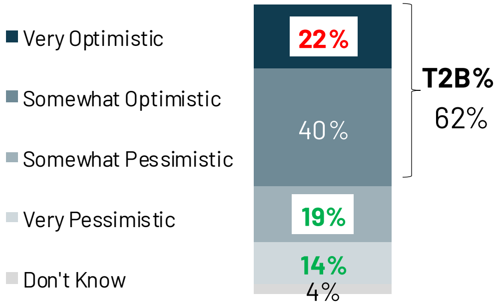


ECONOMY & ENVIRONMENT

T2B% (Definitely/Tend to Agree)

79%	I am very worried about the future of the economy
68%	I am very worried about the future of the environment
67%	Other cultures enrich our society
67%	Minimizing my impact on the environment is an important part of my life
66%	Stronger government regulation of companies is required when it comes to sustainability
39%	The economy is more important than the environment

OUTLOOK ON PERSONAL FINANCES



INTERESTS & EVENTS

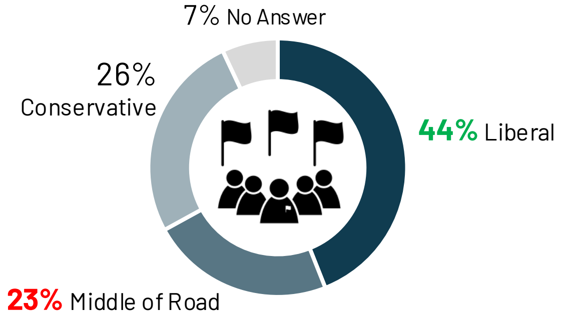
TOP INTERESTS

57%	Cooking
51%	Movies/ films
50%	Travel
49%	Health/ fitness/ wellness
48%	Technology/ gadgets
40%	Science/ space
37%	Political issues
34%	Environment/ ecology/ climate/ sustainability
34%	Equality and human rights
29%	Motoring and cars
26%	Classical music/ opera
14%	Dance/ ballet

TOP EVENTS ATTENDED P12M

46%	Movie theaters
28%	Religious services
27%	Casino
26%	Food tastings
26%	Wine tastings
18%	Classical music concerts
12%	Live opera performances

POLITICAL AFFILIATION

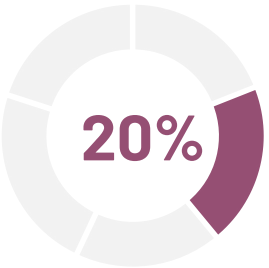


FS1_QAB1, GN1, F153, LL6, LL11, PA

🟢 Over Index to Total Prospects (≥120%)
🔴 Under Index to Total Prospects (≤ 80%)
Indexing reported if Total Prospects %=5%+

TIME PRESSED

Cluster 5



KEY OVERVIEW

Time Pressed Buyers are Millennials and Gen X, majority living in the South. They are less concerned about the cost or their experience with boating, and more concerned having enough time to use the boat. They have an estimated budget of $66K for their purchase; average with other prospects.

KEY DEMOGRAPHICS

72% Male

27% Female

49% Children in HH

$70.1k Avg. Income

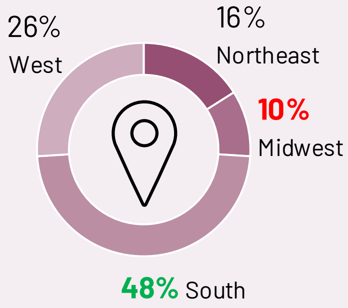
40 Avg. Age

Gen Z	19%
Millennial	51%
Gen X	22%
Boomers	9%

White	63%
Black	19%
Hispanic	10%
Other	8%

Discretionary Income

21%	90% necessities / 10% discretionary
45%	75% necessities / 25% discretionary
23%	50% necessities / 50% discretionary

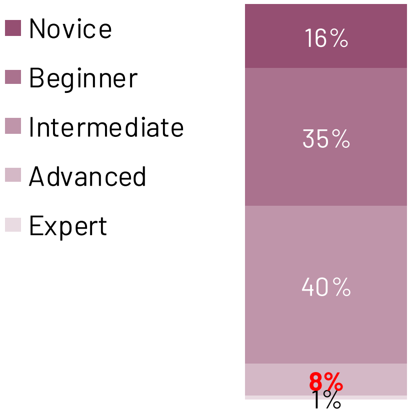


Miscellaneous Demographic Question, S1b, B3, HQS5, S5b, B1, B4, B2, C9, C9b

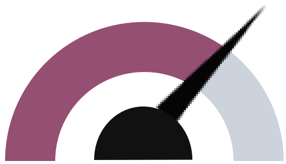
🟢 Over Index to Total Prospects (≥120%)
🔴 Under Index to Total Prospects (≤ 80%)

Indexing reported if Total Prospects %=5%+

KNOWLEDGE LEVEL



LIKELIHOOD TO BUY BOAT



70%
Likely to buy on average

PURCHASE TIMEFRAME

36% Next 1-2 years

TOP BOATS INTERESTED IN

26%	Freshwater fishing boat
24%	Ski boat/ wake boat
22%	Fish-and-ski boat

'DISCOVER BOATING'

19% Aware of 'Discover Boating'

Aware of Discover Boating (n=19)*
**Base too low to report (n<30)*

ESTIMATED BOAT BUDGET

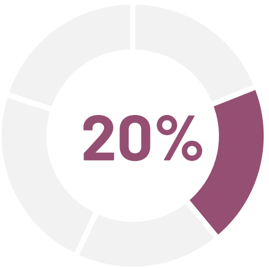
$66.3k
Average Budget

BARRIERS

Don't feel I have enough time to use it regularly	83%
COST (Net)	49%
Concerned about ongoing costs of maintenance and upkeep	37%
Concerned about the cost of storage	13%
Initial purchase price is too high	10%
EXPERIENCE (Net)	43%
Not sure where I would store it	18%
Not sure what type of boat is right for me	16%
Don't feel I have enough knowledge or experience to operate a boat	12%
Concern about the environmental impact	4%

TIME PRESSED

Cluster 5



PURCHASE JOURNEY

1 in 4 of Time Pressed Prospects plan to buy from a new boat dealer and are less likely to buy a pre-owned/ used boat. They are interested in transparency on pricing and while they agree that boats have become less affordable over time, they do feel that ongoing costs are manageable as well as the initial price being reasonable.

PLANNED PURCHASE

Top Mentions

27%	New boat dealer
21%	Direct from private seller
17%	Online

INFLUENTIAL RESOURCES

Top Mentions

45%	Friends /Family
36%	YouTube
35%	Online Articles and Reviews

C1, C3, C4, C5, C6, C6b, C6c, C7, C8

● Over Index to Total Prospects (≥120%)

● Under Index to Total Prospects (≤ 80%)

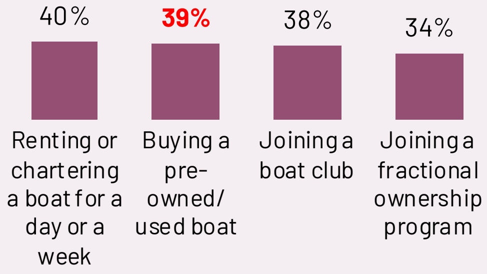
Indexing reported if Total Prospects %=5%+

ENCOURAGE PURCHASE

48%	More transparent info about total cost of ownership
47%	More attractive or flexible financing options
42%	Availability of comprehensive service/maintenance packages
39%	Better access to boating education and training
39%	"Try before you buy" or extensive demo programs

INTEREST IN ALTERNATIVE MODELS

% Extremely/Very Interested



AFFORDABILITY

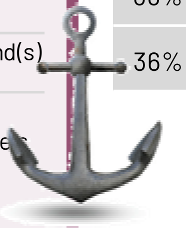
% Strongly Agree/Agree

68%	Considering the enjoyment one can get from it, boating is a good value for the money
62%	Boats have become less affordable over recent years
58%	The ongoing costs of owning a boat are manageable
53%	The initial purchase price for a boat is reasonable
40%	Overall, owning a boat is an affordable hobby

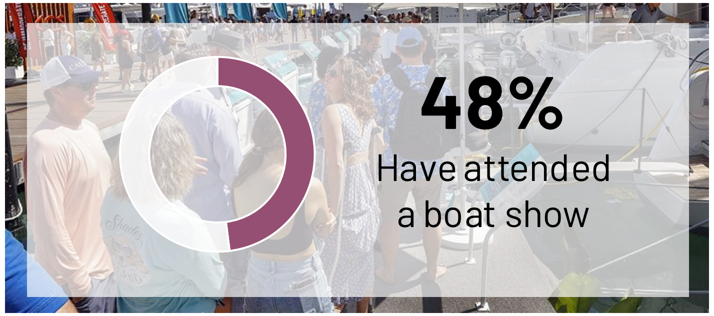
Never Attended Recreational Boat Show (n=53)

DEALER FACTORS

41%	Quality or post-sale service and support
41%	Dealer's reputation and trustworthiness
31%	Location
28%	Availability of financing options
28%	Knowledge and expertise of the sales staff
27%	Transparent pricing with no hidden fees
26%	Carries the specific boat brand(s) I am interested in
25%	Offers a wide selection of different boat types and models



ATTENDED BOAT SHOW



PERCEPTIONS vs. WANTS

TOP PERCEPTIONS

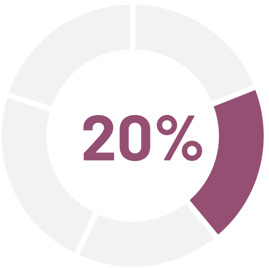
48%	A wide selection of boats and brands
44%	A fun, family-friendly atmosphere
42%	A wide range of price points, including affordable options

TOP WANTS

39%	A wide selection of boats and brands
38%	A wide range of price points, including affordable options
36%	Easy access to dealers for pricing and financing information

TIME PRESSED

Cluster 5



THE WATER GENE

3 in 5 Time Pressed Prospects had frequent exposure to boating growing up, and around one third exposed annually through immediate/ other family.

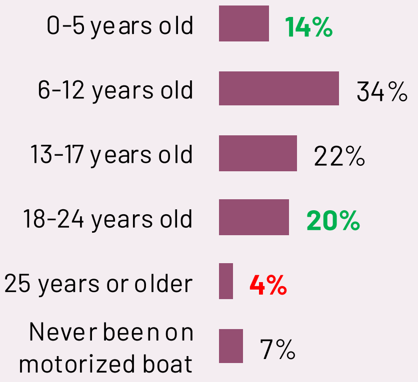
UPBRINGING AND EXPOSURE TO WATER

% Strongly Agree/Agree

62%	Growing up, I had frequent exposure to recreational boating
78%	Some of my best childhood memories involved being on or near the water

AGE OF FIRST BOAT EXPERIENCE

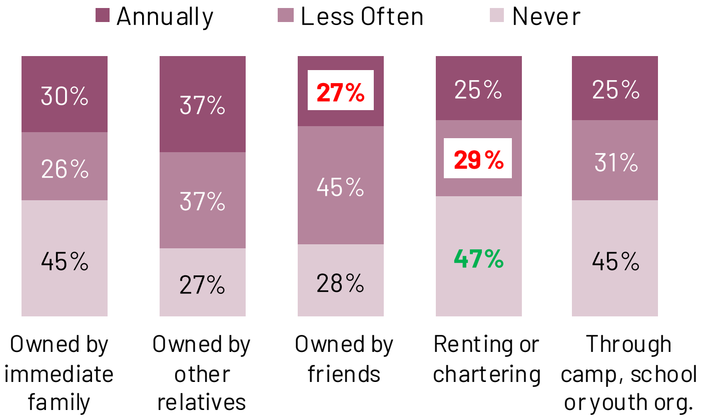
13 Avg. Age



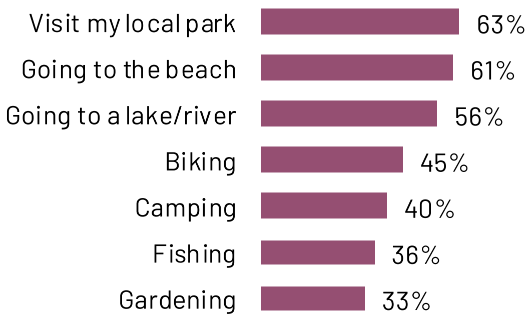
D1, D2, D3, D4, D5

● Over Index to Total Prospects (≥120%)
● Under Index to Total Prospects (≤ 80%)
Indexing reported if Total Prospects %=5%+

VOLUME OF EXPERIENCES



OTHER OUTDOOR INTERESTS*



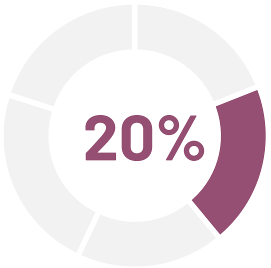
*Top Mentions of Have Participated
Participated as a Child and Now Percents Reported

BOATING MEMORIES AND SENTIMENT

Mean Value

TIME PRESSED

Cluster 5



PERSONAL MILESTONES & SOCIAL MEDIA

Time Pressed Prospects display less traditional values with fewer indicating that getting married, having children and traditional weddings as important. These consumers are reachable across most social media platforms and spend an average amount of time per week on socials.

LIFE MILESTONES AND IMPORTANCE

40% **Owning a boat** is important and working toward it

		T2B% Important^
Owning a car	73%	*
Getting married	64%	43%
Having children	58%	40%
Owning a home	56%	82%
Travelling to other countries	53%	65%
Career advancement	46%	73%
Having a traditional wedding	31%	34%
Retirement	13%	71%
Having grandchildren	11%	49%

*Base too low to report (n<30) ^Important and working toward it/but feels unattainable

HQ.E1, E2, E3a, E3, E4, MU16, MU17

● Over Index to Total Prospects (≥120%) ● Under Index to Total Prospects (≤ 80%)

Indexing reported if Total Prospects %=5%+

SOCIAL MEDIA USAGE

YouTube	Facebook	Instagram	X	TikTok	Reddit	Pinterest
85%	83%	75%	60%	58%	28%	28%

ACCOUNTS FOLLOWED

68%	45%	43%	42%	40%	35%	17%
Friends, family, or people I know personally	Celebrities	Individual creators or influencers	News organizations or journalists	Official brand accounts	Community groups or forums	Mostly just browse, don't actively follow many

SOCIAL MEDIA ATTITUDES

T2B% (Definitely/Tend to Agree)

71%	63%	61%	59%	59%	52%	47%	44%	37%	29%
Helps me connect with people with similar interests	Check to see what others are up to, but do not post much myself	Regularly follow posts of brands or co. interested in	Constantly using social media to learn	Rely on social media news to keep me informed	Puts me in a better mood	Online identity is an important part of who I am	Tend to believe a post if shared friends	Uncomfortable with receiving ads in my feeds	Waste of time

SOCIAL MEDIA WEEKLY USAGE

None	3%
Less than 5 hours	20%
5 - 10 hours	25%
11 - 19 hours	33%
20 - 49 hours	19%
50 or more hours	1%

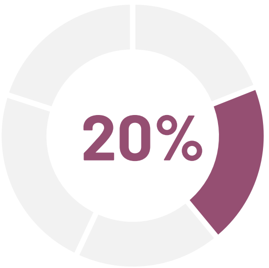
14.3 Hours on average per week

DISCRETIONARY ACTIVITIES

International/ world travel	33%
Golf	22%
Owning a vacation home or second property	20%
Powersports	17%
RV/ Motorhome ownership or travel	12%
Scuba diving	11%
Luxury or classic car collecting/ shows	8%
Aviation/ flying a private plane	3%
None	38%

TIME PRESSED

Cluster 5



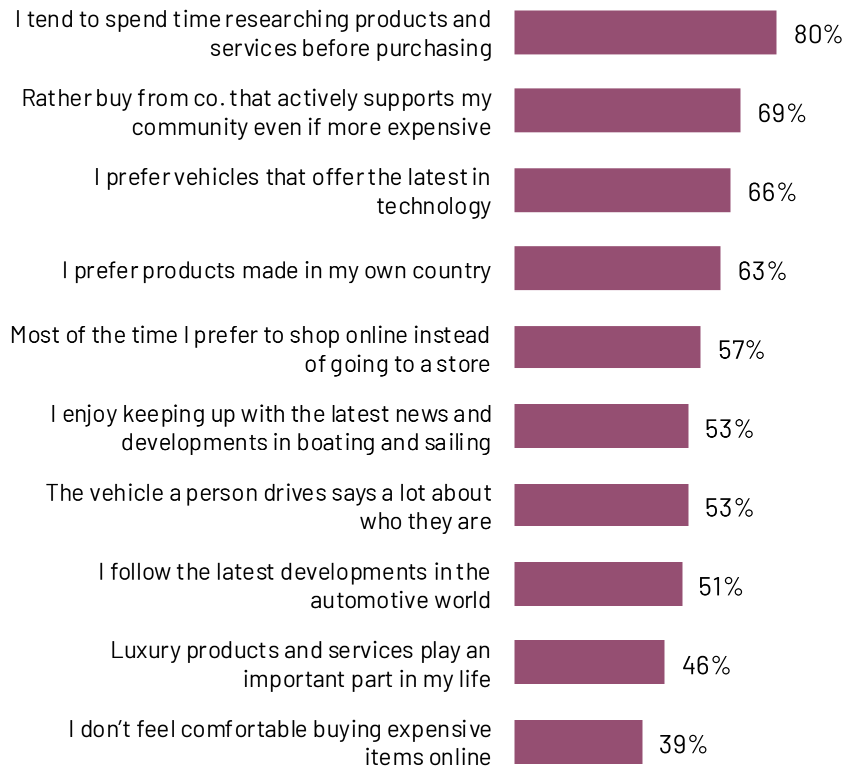
ADDITIONAL ATTITUDINAL INSIGHTS & INTERESTS

4 in 5 Time Pressed Prospects spend time researching products/services before purchasing them. Additionally, they over index in their interest in business/ economics. Politically, they are balanced across parties.

ATTITUDES & BELIEFS

PERSONAL ATTITUDES

T2B% (Definitely/Tend to Agree)



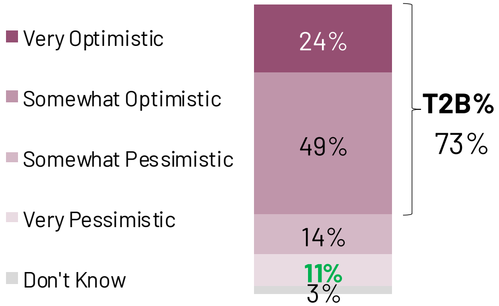
I tend to spend time researching products and services before purchasing	80%
Rather buy from co. that actively supports my community even if more expensive	69%
I prefer vehicles that offer the latest in technology	66%
I prefer products made in my own country	63%
Most of the time I prefer to shop online instead of going to a store	57%
I enjoy keeping up with the latest news and developments in boating and sailing	53%
The vehicle a person drives says a lot about who they are	53%
I follow the latest developments in the automotive world	51%
Luxury products and services play an important part in my life	46%
I don't feel comfortable buying expensive items online	39%

ECONOMY & ENVIRONMENT

T2B% (Definitely/Tend to Agree)

67%	Stronger government regulation of companies is required when it comes to sustainability
67%	Other cultures enrich our society
61%	Minimizing my impact on the environment is an important part of my life
54%	I am very worried about the future of the environment
50%	I am very worried about the state of the economy
49%	I am very worried about the future of the economy
34%	The economy is more important than the environment

OUTLOOK ON PERSONAL FINANCES



Very Optimistic	24%
Somewhat Optimistic	49%
Somewhat Pessimistic	14%
Very Pessimistic	11%
Don't Know	3%

INTERESTS & EVENTS

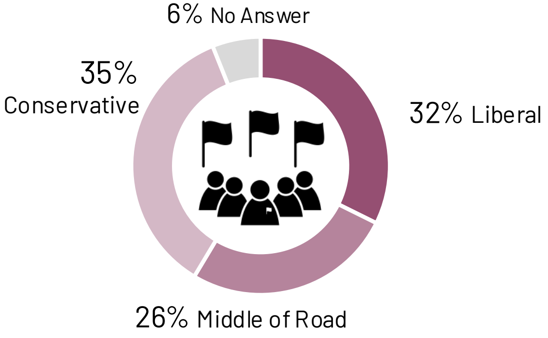
TOP INTERESTS

60%	Movies/ films
49%	Cooking
46%	Travel
45%	Technology/ gadgets
43%	Video gaming
42%	Health/ fitness/ wellness
30%	Business/economics

TOP EVENTS ATTENDED P12M

47%	Movie theaters
37%	Casino
31%	Religious services
26%	Food tastings
25%	Museums
23%	Boat shows
22%	Gourmet restaurants/ fine dining
13%	Horse races
12%	Consumer electronics shows

POLITICAL AFFILIATION



FS1_QAB1, GN1, F153, LL6, LL11, PA

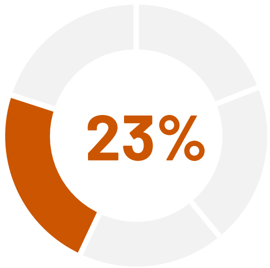
● Over Index to Total Prospects (≥120%)

● Under Index to Total Prospects (≤ 80%)

Indexing reported if Total Prospects %=5%+

INEXPERIENCED

Cluster 4



KEY OVERVIEW

Inexperienced Buyers who are ready for a sales discussion are Gen Z or Boomers with 25% of their income as discretionary. They reside mainly in the Northeast and have novice to beginner boating experience. They are still trying to decide what type of boat to buy and are ready to buy in the next 1-2 years.

KEY DEMOGRAPHICS

61% Male

38% Female

42% Children in HH

$68.5k Avg. Income

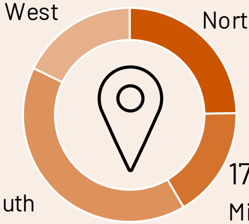
37 Avg. Age

Gen Z	34%
Millennial	41%
Gen X	14%
Boomers	12%

White	56%
Black	23%
Hispanic	12%
Other	8%

Discretionary Income

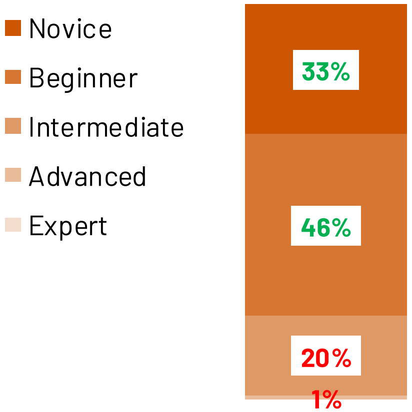
56%	75% necessities / 25% discretionary
20%	50% necessities / 50% discretionary



Miscellaneous Demographic Question, S1b, B3, HQS5, S5b, B1, B4, B2, C9, C9b

● Over Index to Total Prospects (≥120%)
● Under Index to Total Prospects (≤ 80%)
Indexing reported if Total Prospects %=5%+

KNOWLEDGE LEVEL



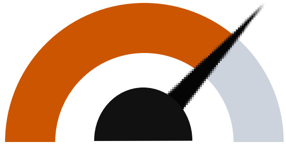
PURCHASE TIMEFRAME

35% Next 1-2 years

TOP BOATS INTERESTED IN

25%	Freshwater fishing boat
19%	Yacht
17%	Fish-and-ski boat

LIKELIHOOD TO BUY BOAT



72%
Likely to buy on average

'DISCOVER BOATING'

16% Aware of 'Discover Boating'

Aware of Discover Boating (n=18)*
**Base too low to report (n<30)*

ESTIMATED BOAT BUDGET

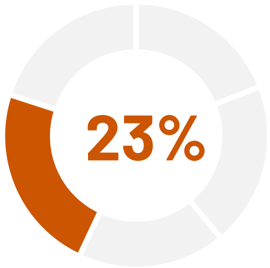
$ 70.9k
Average Budget

BARRIERS

EXPERIENCE (Net)	96%
Not sure what type of boat is right for me	74%
Don't feel I have enough knowledge or experience to operate a boat	51%
Not sure where I would store it	24%
Concern about the environmental impact	6%
COST (Net)	50%
Concerned about ongoing costs of maintenance and upkeep	34%
Concerned about the cost of storage	17%
Initial purchase price is too high	16%
Don't feel I have enough time to use it regularly	8%

INEXPERIENCED

Cluster 4



PURCHASE JOURNEY

Unexperienced Prospects are as likely to purchase from a new boat dealer, online or direct from private seller and are likely to be influenced by friends and family on their purchase. They are **looking for more education/training** such as on-the-water experiences and test drives.

PLANNED PURCHASE

Top Mentions

22%	Online
20%	New boat dealer
20%	Direct from private seller

INFLUENTIAL RESOURCES

Top Mentions

49%	35%	31%
Friends /Family	YouTube	Dealer Site

C1, C3, C4, C5, C6, C6b, C6c, C7, C8

● Over Index to Total Prospects (≥120%)

● Under Index to Total Prospects (≤ 80%)

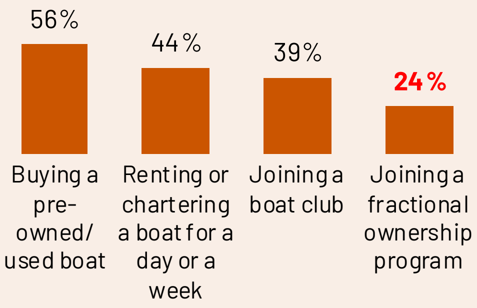
Indexing reported if Total Prospects %=5%+

ENCOURAGE PURCHASE

54%	Better access to boating education and training
46%	"Try before you buy" or extensive demo programs
43%	Availability of comprehensive service/maintenance packages
42%	More transparent info about total cost of ownership
42%	More attractive or flexible financing options

INTEREST IN ALTERNATIVE MODELS

% Extremely/Very Interested



AFFORDABILITY

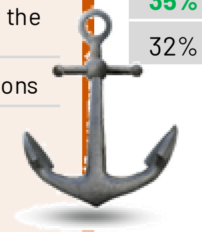
% Strongly Agree/Agree

63%	Considering the enjoyment one can get from it, boating is a good value for the money
48%	Boats have become less affordable over recent years
42%	The ongoing costs of owning a boat are manageable
42%	The initial purchase price for a boat is reasonable
38%	Overall, owning a boat is an affordable hobby

Never Attended Recreational Boat Show (n=79)

DEALER FACTORS

41%	Dealer's reputation and trustworthiness
35%	Quality or post-sale service and support
35%	Offers a wide selection of different boat types and models
35%	Carries the specific boat brand(s) I am interested in
34%	Transparent pricing with no hidden fees
26%	Knowledge and expertise of the sales staff
22%	Availability of financing options
18%	Location



ATTENDED BOAT SHOW

PERCEPTIONS vs. WANTS

TOP PERCEPTIONS

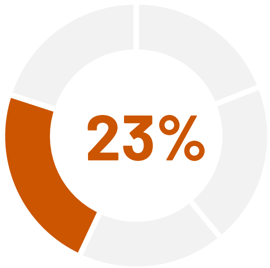
43%	A fun, family-friendly atmosphere
40%	A wide selection of boats and brands
39%	On-water experiences and test drives

TOP WANTS

47%	A wide selection of boats and brands
35%	On-water experiences and test drives
32%	A low-pressure, relaxed environment

INEXPERIENCED

Cluster 4



THE WATER GENE

2 in 5 Inexperienced Prospects had frequent exposure to boating growing up – slightly fewer than other prospects, but comparable annual experiences.

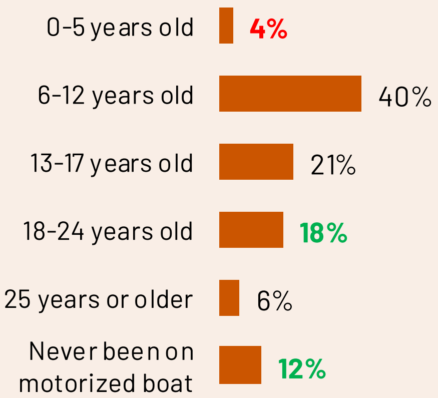
UPBRINGING AND EXPOSURE TO WATER

% Strongly Agree/Agree

40%	Growing up, I had frequent exposure to recreational boating
64%	Some of my best childhood memories involved being on or near the water

AGE OF FIRST BOAT EXPERIENCE

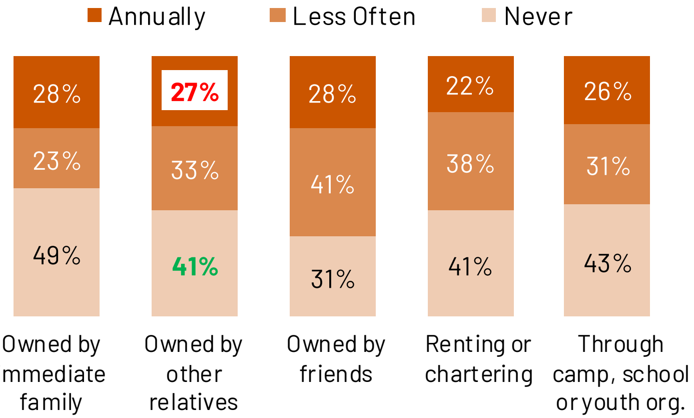
14 Avg. Age



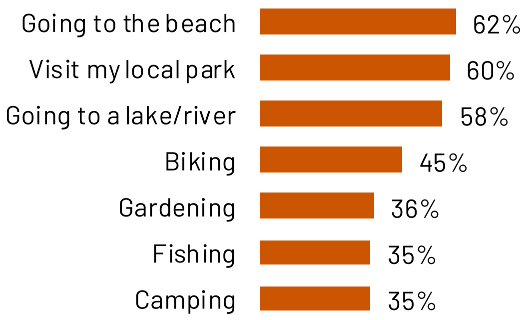
D1, D2, D3, D4, D5

● Over Index to Total Prospects (≥120%)
● Under Index to Total Prospects (≤ 80%)
Indexing reported if Total Prospects %=5%+

VOLUME OF EXPERIENCES



OTHER OUTDOOR INTERESTS*



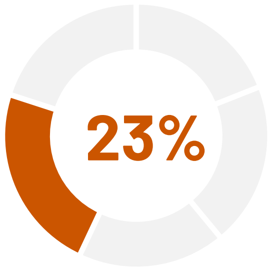
*Top Mentions of Have Participated
Participated as a Child and Now Percents Reported

BOATING MEMORIES AND SENTIMENT

Mean Value

INEXPERIENCED

Cluster 4



PERSONAL MILESTONES & SOCIAL MEDIA

Inexperienced Prospects are less active on social media. Majority spend **10 hours or less** weekly, primarily using it to connect with others. They have experienced similar life milestones and deprioritize most discretionary activities.

LIFE MILESTONES AND IMPORTANCE

52% **Owning a boat** is important and working toward it

		T2B% Important^
Owning a car	74%	*
Having children	59%	59%
Owning a home	53%	77%
Getting married	48%	56%
Travelling to other countries	48%	75%
Career advancement	40%	68%
Having a traditional wedding	27%	45%
Retirement	**12%**	68%
Having grandchildren	**10%**	57%

HQ.E1, E2, E3a, E3, E4, MU16, MU17

● Over Index to Total Prospects (≥120%) ● Under Index to Total Prospects (≤ 80%)

Indexing reported if Total Prospects %=5%+

**Base too low to report (n<30)* *^Important and working toward it/but feels unattainable*

SOCIAL MEDIA USAGE

YouTube	Facebook	Instagram	TikTok	X	Pinterest	Reddit
83%	81%	71%	62%	**41%**	35%	34%

ACCOUNTS FOLLOWED

71%	54%	50%	40%	39%	34%	12%
Friends, family, or people I know personally	Individual creators or influencers	Celebrities	Official brand accounts	Community groups or forums	News organizations or journalists	Mostly just browse, don't actively follow many

SOCIAL MEDIA ATTITUDES

T2B% (Definitely/Tend to Agree)

73%	65%	63%	63%	58%	55%	50%	50%	36%	25%
Helps me connect with people with similar interests	Check to see what others are up to, but do not post much myself	Constantly using social media to learn	Regularly follow posts of brands or co. interested in	Rely on social media news to keep me informed	Puts me in a better mood	Tend to believe a post if shared friends	Online identity is an important part of who I am	Uncomfortable with receiving ads in my feeds	Waste of time

SOCIAL MEDIA WEEKLY USAGE

None	0%
Less than 5 hours	**27%**
5 - 10 hours	**37%**
11 - 19 hours	**22%**
20 - 49 hours	**12%**
50 or more hours	3%

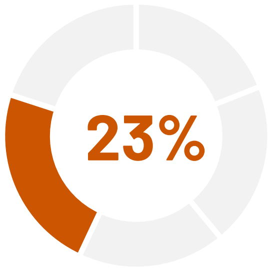
12.3 Hours on average per week

DISCRETIONARY ACTIVITIES

International/ world travel	28%
Luxury or classic car collecting/ shows	19%
Owning a vacation home or second property	17%
Golf	**16%**
Powersports	**13%**
RV/ Motorhome ownership or travel	12%
Scuba diving	**5%**
Aviation/ flying a private plane	5%
None	36%

INEXPERIENCED

Cluster 4



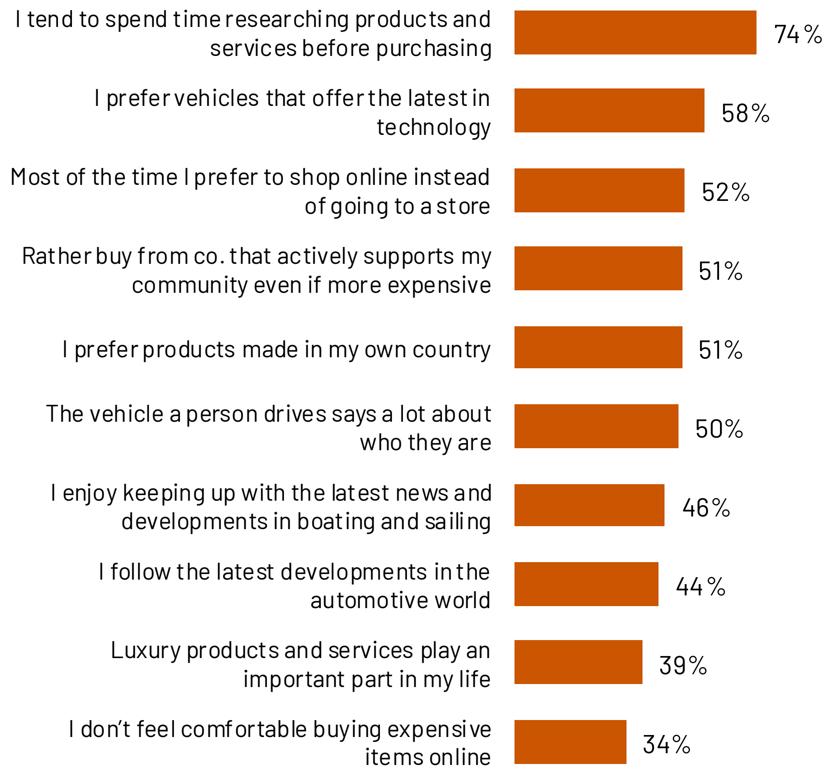
ADDITIONAL ATTITUDINAL INSIGHTS & INTERESTS

Inexperienced Prospects political affiliation tends to be more middle of the road and enjoy attending gourmet restaurants, garden/ flower, dance and antique shows. Close to three quarters have a very/somewhat optimistic outlook on their personal finance.

ATTITUDES & BELIEFS

PERSONAL ATTITUDES

T2B% (Definitely/Tend to Agree)



FS1_QAB1, GN1, F153, LL6, LL11, PA

● Over Index to Total Prospects (≥120%)

● Under Index to Total Prospects (≤ 80%)

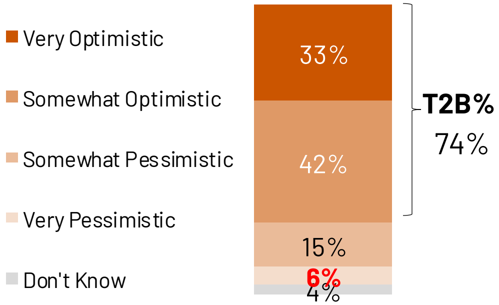
Indexing reported if Total Prospects %=5%+

ECONOMY & ENVIRONMENT

T2B% (Definitely/Tend to Agree)

65%	Other cultures enrich our society
59%	I am very worried about the future of the environment
57%	Minimizing my impact on the environment is an important part of my life
55%	I am very worried about the state of the economy
55%	Stronger government regulation of companies is required when it comes to sustainability
54%	I am very worried about the future of the economy
37%	The economy is more important than the environment

OUTLOOK ON PERSONAL FINANCES



INTERESTS & EVENTS

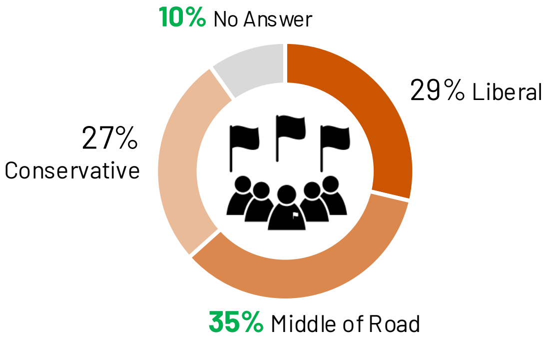
TOP INTERESTS

54%	Movies/ films
53%	Cooking
50%	Travel
46%	Video gaming
45%	Health/ fitness/ wellness
42%	Technology/ gadgets

TOP EVENTS ATTENDED P12M

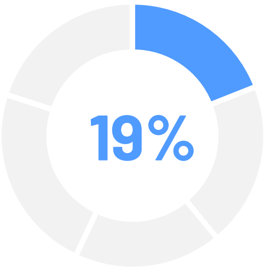
52%	Movie theaters
33%	Food tastings
32%	Casino
30%	Religious services
30%	Museums
30%	Gourmet restaurants/ fine dining
18%	Garden/ flower shows
11%	Dance/ ballet performances
11%	Antiques shows

POLITICAL AFFILIATION



SALES READY

Cluster 1



KEY OVERVIEW

Prospective Buyers who are ready for a sales discussion are millennials with kids in the home and at least 50% of their income is discretionary. They reside in the west and south and have at least some experience boating. With a high income they have few barriers and are ready to buy in the next 12-24 months.

KEY DEMOGRAPHICS

64% Male

36% Female

68% Children in HH

$80.1k Avg. Income

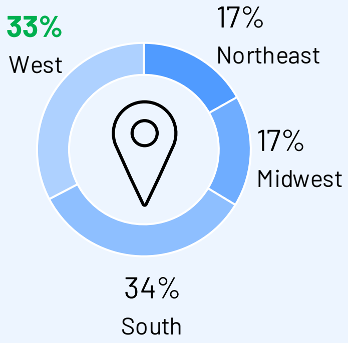
34 Avg. Age

Gen Z	21%
Millennial	67%
Gen X	11%
Boomers	1%

White	75%
Black	11%
Hispanic	9%
Other	4%

Discretionary Income

34%	75% necessities / 25% discretionary
34%	50% necessities / 50% discretionary
20%	25% necessities / 75% discretionary



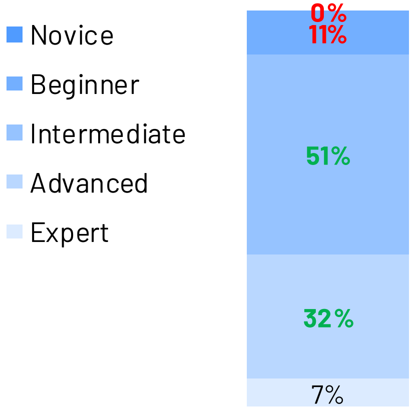
Miscellaneous Demographic Question, S1b, B3, HQS5, S5b, B1, B4, B2, C9, C9b

● Over Index to Total Prospects (≥120%)

● Under Index to Total Prospects (≤ 80%)

Indexing reported if Total Prospects %=5%+

KNOWLEDGE LEVEL



PURCHASE TIMEFRAME

47% Next 12 months

46% Next 1-2 years

TOP BOATS INTERESTED IN

40%	Jet boat
37%	Sailboat
35%	Freshwater fishing boat

LIKELIHOOD TO BUY BOAT

84% Likely to buy on average

ESTIMATED BOAT BUDGET

$99.6k Average Budget

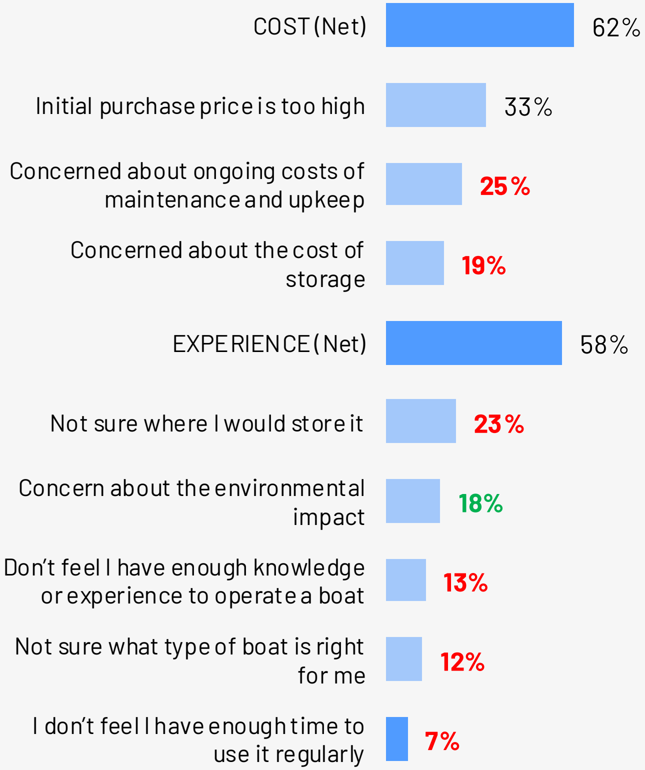
'DISCOVER BOATING'

34% Aware of 'Discover Boating'

47%	An online resource for learning about boating and boat ownership
44%	An organization for promoting the boating lifestyle
31%	A boat dealership or a chain of boat stores
25%	A boating magazine or TV show
19%	A specific brand of boat
16%	A boat club or rental service

Aware of Discover Boating (n=32)

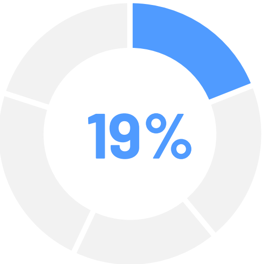
BARRIERS



COST (Net)	62%
Initial purchase price is too high	33%
Concerned about ongoing costs of maintenance and upkeep	25%
Concerned about the cost of storage	19%
EXPERIENCE (Net)	58%
Not sure where I would store it	23%
Concern about the environmental impact	18%
Don't feel I have enough knowledge or experience to operate a boat	13%
Not sure what type of boat is right for me	12%
I don't feel I have enough time to use it regularly	7%

SALES READY

Cluster 1



PURCHASE JOURNEY

1 in 4 of Sales-Ready Prospects plan to buy online, relying on resources such as social media, YouTube and websites. In addition to outright ownership, alternative models of ownership are appealing as they can see the benefit of owning a boat.

Owners should know they seen quality post-sales services and wide selections.

PLANNED PURCHASE

Top Mentions

31%	New boat dealer
24%	Online
20%	Direct from private seller

INFLUENTIAL RESOURCES

Top Mentions

57%	Social Media
56%	YouTube
45%	Boat Manufacturer Site

C1, C3, C4, C5, C6, C6b, C6c, C7, C8

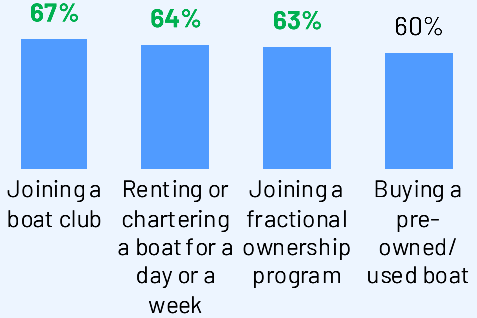
● Over Index to Total Prospects (≥120%)
● Under Index to Total Prospects (≤ 80%)
Indexing reported if Total Prospects %=5%+

ENCOURAGE PURCHASE

64%	More transparent info about total cost of ownership
51%	Better access to boating education and training
49%	More attractive or flexible financing options
44%	Availability of comprehensive service/maintenance packages
43%	"Try before you buy" or extensive demo programs

INTEREST IN ALTERNATIVE MODELS

% Extremely/Very Interested



AFFORDABILITY

% Strongly Agree/Agree

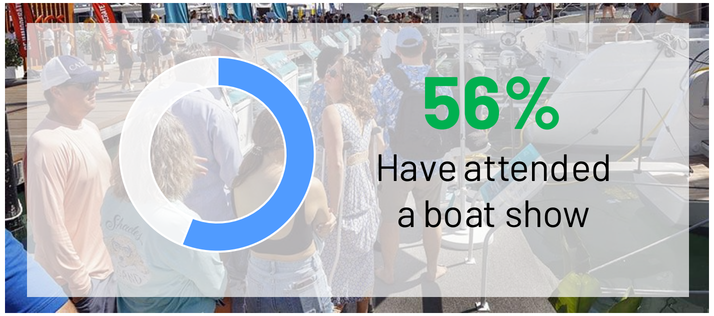
79%	Considering the enjoyment one can get from it, boating is a good value for the money
76%	The initial purchase price for a boat is reasonable
71%	Overall, owning a boat is an affordable hobby
64%	The ongoing costs of owning a boat are manageable
55%	Boats have become less affordable over recent years

Never Attended Recreational Boat Show (n=42)

DEALER FACTORS

40%	Quality or post-sale service and support
40%	Offers a wide selection of different boat types and models
38%	Dealer's reputation and trustworthiness
38%	Carries the specific boat brand(s) I am interested in
35%	Availability of financing options
34%	Knowledge and expertise of the sales staff
32%	Transparent pricing with no hidden fees
23%	Location

ATTENDED BOAT SHOW



PERCEPTIONS vs. WANTS

TOP PERCEPTIONS

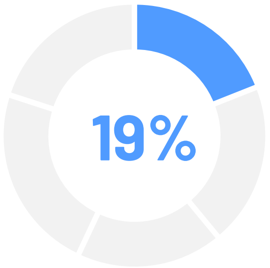
58%	A fun, family-friendly atmosphere
51%	Easy access to dealers for pricing and financing information
48%	Showcases of the latest technology and innovations

TOP WANTS

46%	A fun, family-friendly atmosphere
42%	A wide selection of boats and brands
40%	Easy access to dealers for pricing and financing information

SALES READY

Cluster 1



THE WATER GENE

3 in 4 Sales Ready Prospects had frequent exposure to boating growing up, and through in life with a variety of annual exposure.

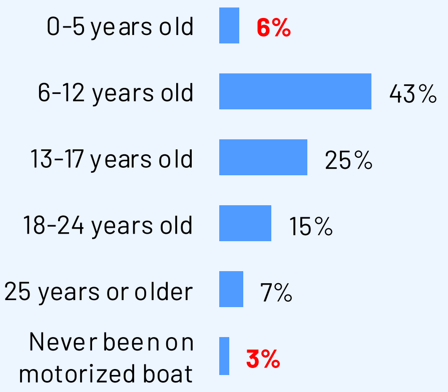
UPBRINGING AND EXPOSURE TO WATER

% Strongly Agree/Agree

74%	Growing up, I had frequent exposure to recreational boating
83%	Some of my best childhood memories involved being on or near the water

AGE OF FIRST BOAT EXPERIENCE

13 Avg. Age

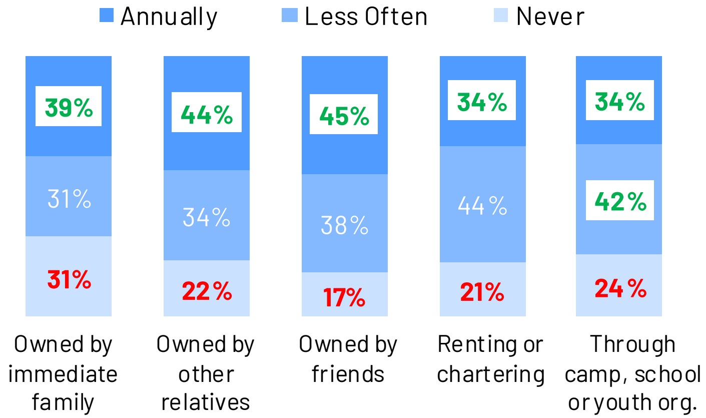


D1, D2, D3, D4, D5

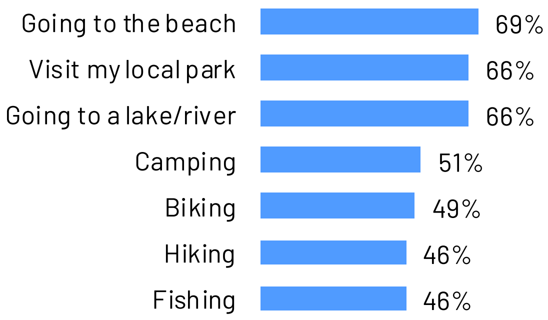
- 🟢 Over Index to Total Prospects (≥120%)
- 🔴 Under Index to Total Prospects (≤ 80%)

Indexing reported if Total Prospects %=5%+

VOLUME OF EXPERIENCES



OTHER OUTDOOR INTERESTS*



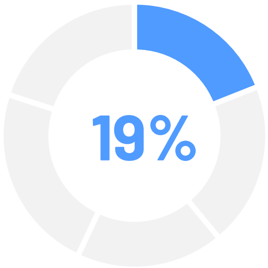
*Top Mentions of Have Participated
Participated as a Child and Now Percents Reported

BOATING MEMORIES AND SENTIMENT

Mean Value

SALES READY

Cluster 1

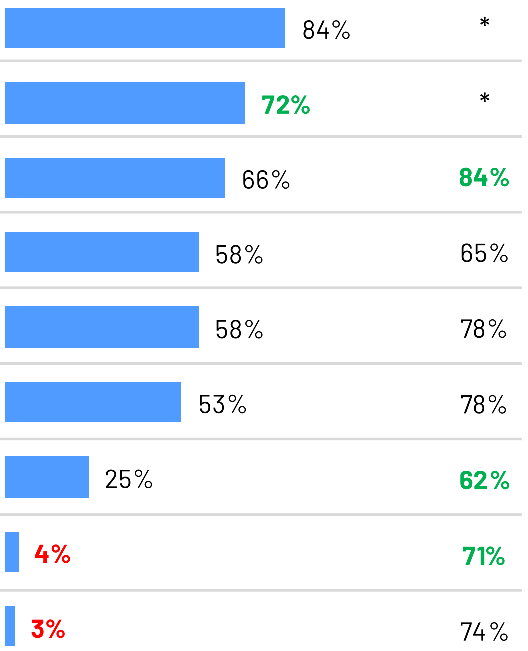


PERSONAL MILESTONES & SOCIAL MEDIA

Majority of these prospects display traditional values, already owning a home and want children, marriage/wedding and travel. They are active across all social media, engaging with brands, communities and friends/family.

LIFE MILESTONES AND IMPORTANCE

68% **Owning a boat** is important and working toward it



		T2B% Important^
Owning a car	84%	*
Owning a home	72%	*
Having children	66%	84%
Getting married	58%	65%
Travelling to other countries	58%	78%
Career advancement	53%	78%
Having a traditional wedding	25%	62%
Having grandchildren	4%	71%
Retirement	3%	74%

HQ.E1, E2, E3a, E3, E4, MU16, MU17

● Over Index to Total Prospects (≥120%) ● Under Index to Total Prospects (≤ 80%)

Indexing reported if Total Prospects %=5%+

SOCIAL MEDIA USAGE

YouTube	Facebook	Instagram	TikTok	X	Reddit	Pinterest
93%	91%	87%	85%	74%	52%	42%

ACCOUNTS FOLLOWED

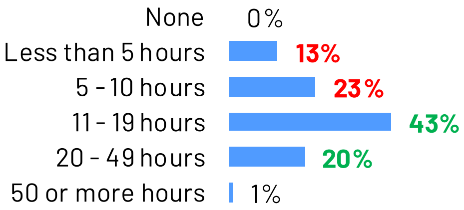
68%	56%	54%	53%	48%	44%	7%
Friends, family, or people I know personally	Official brand accounts	Community groups or forums	Celebrities	Individual creators or influencers	News organizations or journalists	Mostly just browse, don't actively follow many

SOCIAL MEDIA ATTITUDES

T2B% (Definitely/Tend to Agree)

87%	86%	83%	82%	75%	75%	73%	73%	29%	26%
Regularly follow posts of brands or co. interested in	Helps me connect with people with similar interests	Constantly using social media to learn	Puts me in a better mood	Online identity is an important part of who I am	Rely on social media news to keep me informed	Tend to believe a post if shared friends	Check to see what others are up to, but do not post much myself	Waste of time	Uncomfortable with receiving ads in my feeds

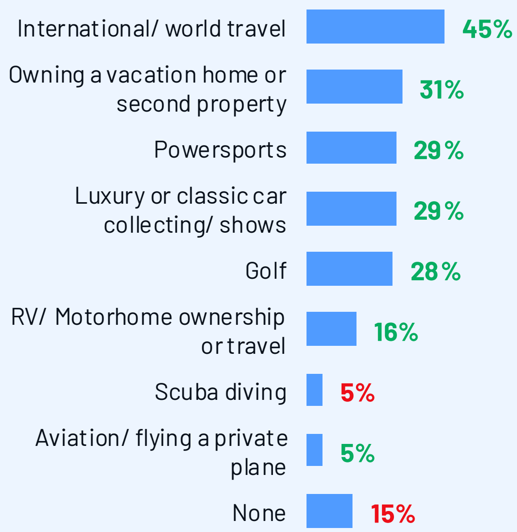
SOCIAL MEDIA WEEKLY USAGE



None	0%
Less than 5 hours	13%
5 - 10 hours	23%
11 - 19 hours	43%
20 - 49 hours	20%
50 or more hours	1%

16.1 Hours on average per week

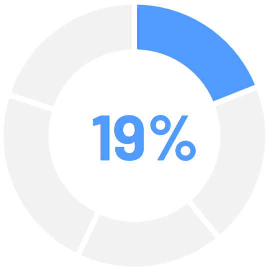
DISCRETIONARY ACTIVITIES



International/ world travel	45%
Owning a vacation home or second property	31%
Powersports	29%
Luxury or classic car collecting/ shows	29%
Golf	28%
RV/ Motorhome ownership or travel	16%
Scuba diving	5%
Aviation/ flying a private plane	5%
None	15%

SALES READY

Cluster 1



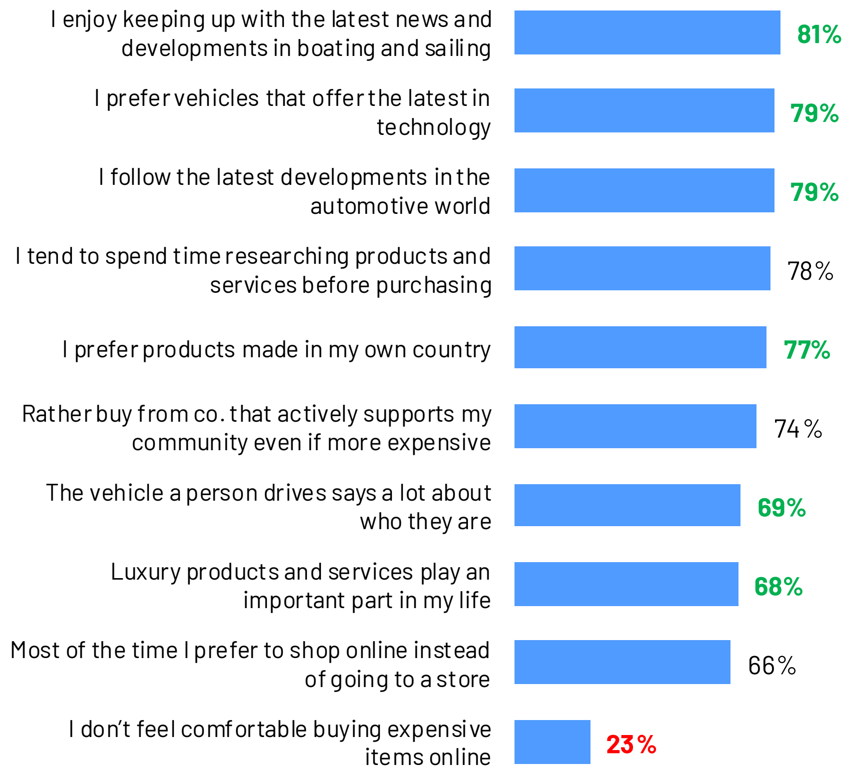
ADDITIONAL ATTITUDINAL INSIGHTS & INTERESTS

Sales Ready Prospects are engaged with boating news, relevant technology and innovations. They spend time researching and enjoy aspects of luxury. They have a variety of interests and have strong opinions about the economy.

ATTITUDES & BELIEFS

PERSONAL ATTITUDES

T2B% (Definitely/Tend to Agree)



FS1_QAB1, GN1, F153, LL6, LL11, PA

● Over Index to Total Prospects (≥120%)

● Under Index to Total Prospects (≤ 80%)

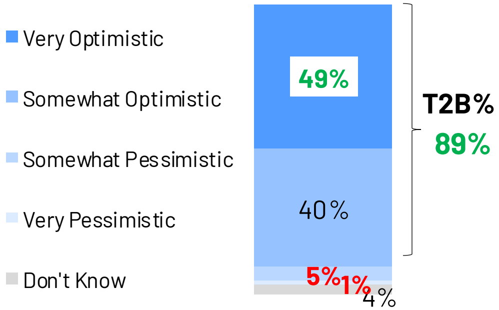
Indexing reported if Total Prospects %=5%+

ECONOMY & ENVIRONMENT

T2B% (Definitely/Tend to Agree)

80%	Stronger government regulation of companies is required when it comes to sustainability
68%	Minimizing my impact on the environment is an important part of my life
63%	Other cultures enrich our society
54%	I am very worried about the future of the environment
51%	The economy is more important than the environment
49%	I am very worried about the state of the economy
48%	I am very worried about the future of the economy

OUTLOOK ON PERSONAL FINANCES

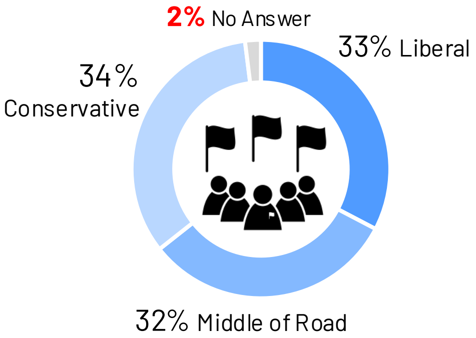


INTERESTS & EVENTS

TOP INTERESTS

68%	Video gaming
63%	Travel
63%	Movies/ films
57%	Technology/ gadgets
54%	Cooking
36%	Equality and human rights
34%	Gourmet food/ fine dining
32%	Motoring and cars
32%	Theater
27%	Literature
20%	Contemporary music or theatre

POLITICAL AFFILIATION



TOP EVENTS ATTENDED P12M

53%	Movie theaters
45%	Casino
44%	Food tastings
37%	Museums
36%	Boat shows
35%	Auto shows
34%	Live theater performances
31%	Gourmet restaurants/ fine dining
27%	Wine tastings
25%	Garden/ flower shows
23%	Non-classical music concerts/ music festivals
23%	Fashion or trunk shows
21%	Auto races
20%	Art auctions/ galleries/ exhibitions
20%	Consumer electronics shows
18%	Charitable benefit events
18%	Classical music concerts
17%	Comic convention
15%	Dance/ ballet performances
15%	Live opera performances
14%	Horse shows/ equestrian events
9%	Antiques shows

Ipsos

PRICED OUT

Cluster 3

KEY OVERVIEW

Prospective Buyers are equally men and women and are slightly older. They are more likely to be in the Midwest and would be ready to buy in the next 3+ years. They are novice to beginner boaters and are concerned about the initial price and not sure where to store it. They have the lowest budget.

KEY DEMOGRAPHICS

50% Male

50% Female

38% Children in HH

$70.7k Avg. Income

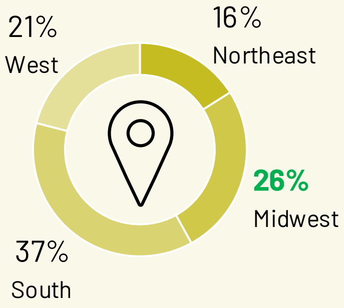
Discretionary Income

56% 75% necessities / 25% discretionary

37 Avg. Age

Gen Z	29%
Millennial	46%
Gen X	15%
Boomers	10%

White	76%
Black	13%
Hispanic	6%
Other	5%



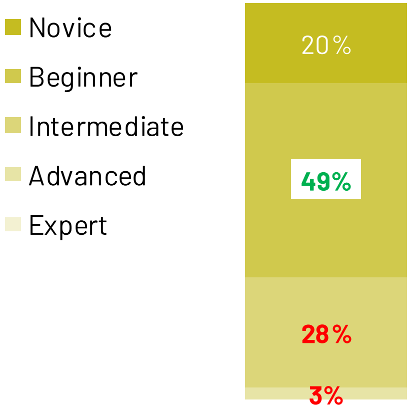
Miscellaneous Demographic Question, S1b, B3, HQS5, S5b, B1, B4, B2, C9, C9b

● Over Index to Total Prospects (≥120%)

● Under Index to Total Prospects (≤ 80%)

Indexing reported if Total Prospects %=5%+

KNOWLEDGE LEVEL



PURCHASE TIMEFRAME

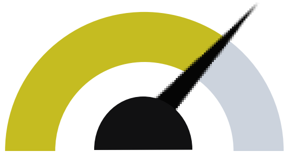
38% Next 3-5 years

35% Next 6+ years

TOP BOATS INTERESTED IN

34%	Freshwater fishing boat
26%	Fish-and-ski boat
25%	Pontoon boat

LIKELIHOOD TO BUY BOAT



70%
Likely to buy on average

'DISCOVER BOATING'

14% Aware of 'Discover Boating'

Aware of Discover Boating (n=14)*
**Base too low to report (n<30)*

ESTIMATED BOAT BUDGET

$ 48.3k
Average Budget

BARRIERS

COST (Net)	90%
Initial purchase price is too high	84%
Concerned about ongoing costs of maintenance and upkeep	27%
Concerned about the cost of storage	21%
EXPERIENCE (Net)	64%
Not sure where I would store it	57%
Don't feel I have enough knowledge or experience to operate a boat	14%
Not sure what type of boat is right for me	8%
Concern about the environmental impact	0%
Don't feel I have enough time to use it regularly	24%

PRICED OUT

Cluster 3

PURCHASE JOURNEY

Priced Out Prospects are more interested in used boats than other prospects and have less interest in renting/joining boat clubs/fractional ownership programs. They are more price conscious and looking for transparency in pricing, wide range of price points with low-pressure sales.

PLANNED PURCHASE

Top Mentions

24%	Direct from private seller
21%	Used boat dealer/broker
18%	Online

INFLUENTIAL RESOURCES

Top Mentions

46%	Friends /Family
36%	Personal Experience
33%	Boat Manufacturer Site

C1, C3, C4, C5, C6, C6c, C7, C8

🟢 Over Index to Total Prospects (≥120%)

🔴 Under Index to Total Prospects (≤ 80%)

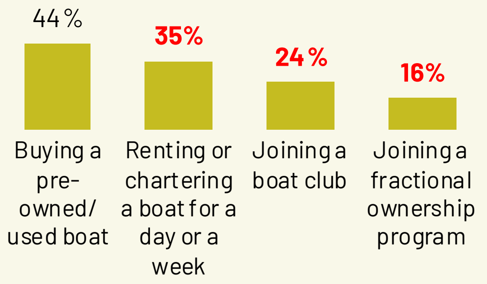
Indexing reported if Total Prospects %=5%+

ENCOURAGE PURCHASE

62%	More transparent info about total cost of ownership
53%	More attractive or flexible financing options
50%	Availability of comprehensive service/maintenance packages
48%	"Try before you buy" or extensive demo programs
39%	Better access to boating education and training

INTEREST IN ALTERNATIVE MODELS

% Extremely/Very Interested



AFFORDABILITY

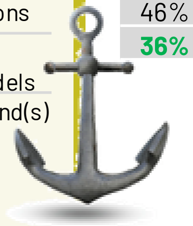
% Strongly Agree/Agree

56%	Considering the enjoyment one can get from it, boating is a good value for the money
46%	Boats have become less affordable over recent years
40%	The ongoing costs of owning a boat are manageable
34%	Overall, owning a boat is an affordable hobby
21%	The initial purchase price for a boat is reasonable

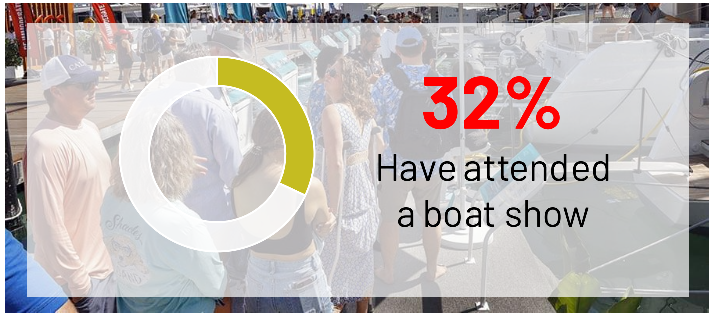
Never Attended Recreational Boat Show (n=68)

DEALER FACTORS

53%	Transparent pricing with no hidden fees
39%	Dealer's reputation and trustworthiness
33%	Knowledge and expertise of the sales staff
32%	Location
31%	Quality or post-sale service and support
29%	Availability of financing options
28%	Offers a wide selection of different boat types and models
26%	Carries the specific boat brand(s) I am interested in



ATTENDED BOAT SHOW



32%
Have attended a boat show

PERCEPTIONS vs. WANTS

TOP PERCEPTIONS

54%	A wide selection of boats and brands
43%	A fun, family-friendly atmosphere
42%	A wide range of price points, including affordable options

TOP WANTS

54%	A wide range of price points, including affordable options
46%	A wide selection of boats and brands
36%	A low-pressure, relaxed environment

PRICED OUT

Cluster 3

THE WATER GENE

Around half of Price Out Prospects had frequent exposure to recreation boating growing up, with around a third having annual exposure through boats owned by friends or other family members, but significantly more of these prospects had no exposure through certain channels.

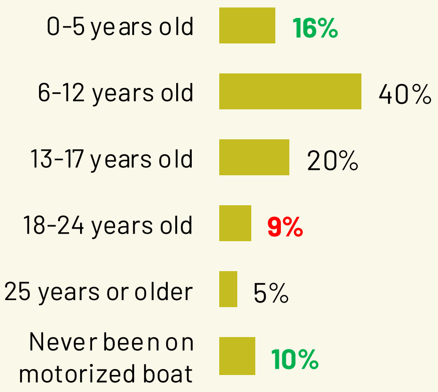
UPBRINGING AND EXPOSURE TO WATER

% Strongly Agree/Agree

52%	Growing up, I had frequent exposure to recreational boating
69%	Some of my best childhood memories involved being on or near the water

AGE OF FIRST BOAT EXPERIENCE

12 Avg. Age



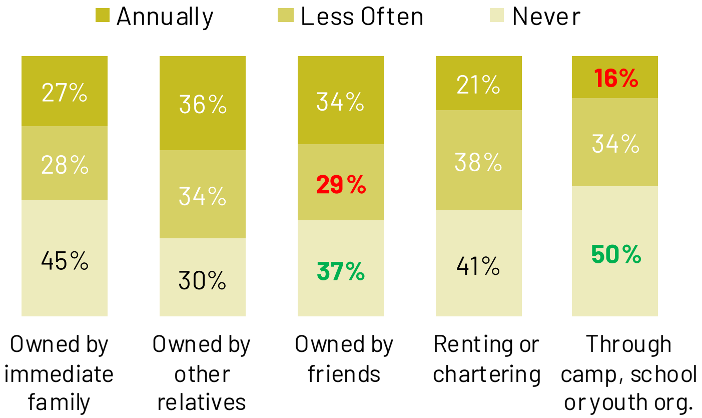
0-5 years old	16%
6-12 years old	40%
13-17 years old	20%
18-24 years old	9%
25 years or older	5%
Never been on motorized boat	10%

D1, D2, D3, D4, D5

- 🟢 Over Index to Total Prospects (≥120%)
- 🔴 Under Index to Total Prospects (≤ 80%)

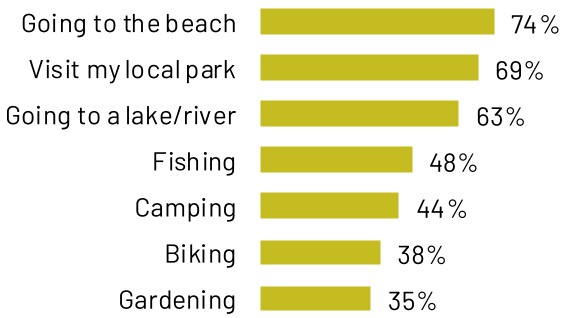
Indexing reported if Total Prospects %=5%+

VOLUME OF EXPERIENCES



	Owned by immediate family	Owned by other relatives	Owned by friends	Renting or chartering	Through camp, school or youth org.
Annually	27%	36%	34%	21%	16%
Less Often	28%	34%	29%	38%	34%
Never	45%	30%	37%	41%	50%

OTHER OUTDOOR INTERESTS*



Going to the beach	74%
Visit my local park	69%
Going to a lake/river	63%
Fishing	48%
Camping	44%
Biking	38%
Gardening	35%

*Top Mentions of Have Participated
Participated as a Child and Now Percents Reported

BOATING MEMORIES AND SENTIMENT

Mean Value

Relaxing	Stressful
Exciting/adrenaline pumping	Calming
Fun	Boring
Easy to navigate the waters	Hard to navigate the waters
Easy to get started	Hard to get started
Expensive	Affordable
Is a good way to spend time alone	Is a good way to spend time with others
Equipment required is manageable	Requires too much equipment
Is an activity for anyone	Is an activity only for serious outdoor people
Is a good way to pass the time	Is a waste of time
Is for people like me	Is not for people like me

PRICED OUT

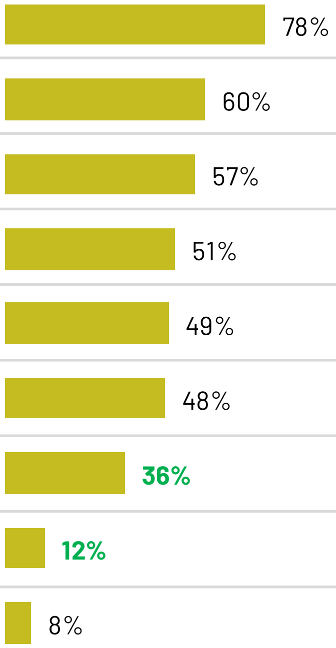
Cluster 3

PERSONAL MILESTONES & SOCIAL MEDIA

A third of Priced Out Prospects see owning a boat as something unattainable. They are less likely to be into powersports, luxury/classic cars or owning a second home and one a little over one third spend 5 to 10 hours a week on social media.

LIFE MILESTONES AND IMPORTANCE

34% **Owning a boat** is important but feels unattainable



		T2B% Important^
Owning a car	78%	*
Getting married	60%	60%
Owning a home	57%	93%
Having children	51%	51%
Career advancement	49%	71%
Travelling to other countries	48%	65%
Having a traditional wedding	**36%**	44%
Retirement	**12%**	75%
Having grandchildren	8%	50%

**Base too low to report (n<30) ^Important and working toward it/but feels unattainable*

HQ.E1, E2, E3a, E3, E4, MU16, MU17

- 🟢 Over Index to Total Prospects (≥120%)
- 🔴 Under Index to Total Prospects (≤ 80%)

Indexing reported if Total Prospects %=5%+

SOCIAL MEDIA USAGE

YouTube	Facebook	Instagram	TikTok	X	Reddit	Pinterest
81%	79%	68%	52%	47%	**25%**	**23%**

ACCOUNTS FOLLOWED

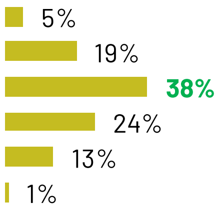
77%	55%	48%	47%	43%	31%	10%
Friends, family, or people I know personally	Individual creators or influencers	Celebrities	Official brand accounts	Community groups or forums	News organizations or journalists	Mostly just browse, don't actively follow many

SOCIAL MEDIA ATTITUDES

T2B% (Definitely/Tend to Agree)

75%	64%	59%	58%	58%	46%	44%	**39%**	33%	33%
Helps me connect with people with similar interests	Check to see what others are up to, but do not post much myself	Rely on social media news to keep me informed	Constantly using social media to learn	Regularly follow posts of brands or co. interested in	Puts me in a better mood	Online identity is an important part of who I am	Tend to believe a post if shared friends	Uncomfortable with receiving ads in my feeds	Waste of time

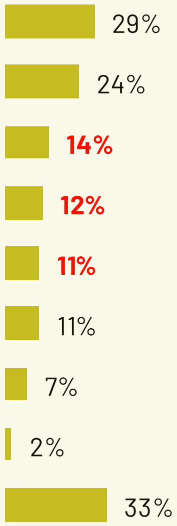
SOCIAL MEDIA WEEKLY USAGE



None	5%
Less than 5 hours	19%
5 - 10 hours	**38%**
11 - 19 hours	24%
20 - 49 hours	13%
50 or more hours	1%

12.0 Hours on average per week

DISCRETIONARY ACTIVITIES



International/ world travel	29%
Golf	24%
Powersports	**14%**
Luxury or classic car collecting/ shows	**12%**
Owning a vacation home or second property	**11%**
RV/ Motorhome ownership or travel	11%
Scuba diving	7%
Aviation/ flying a private plane	2%
None	33%

PRICED OUT

Cluster 3

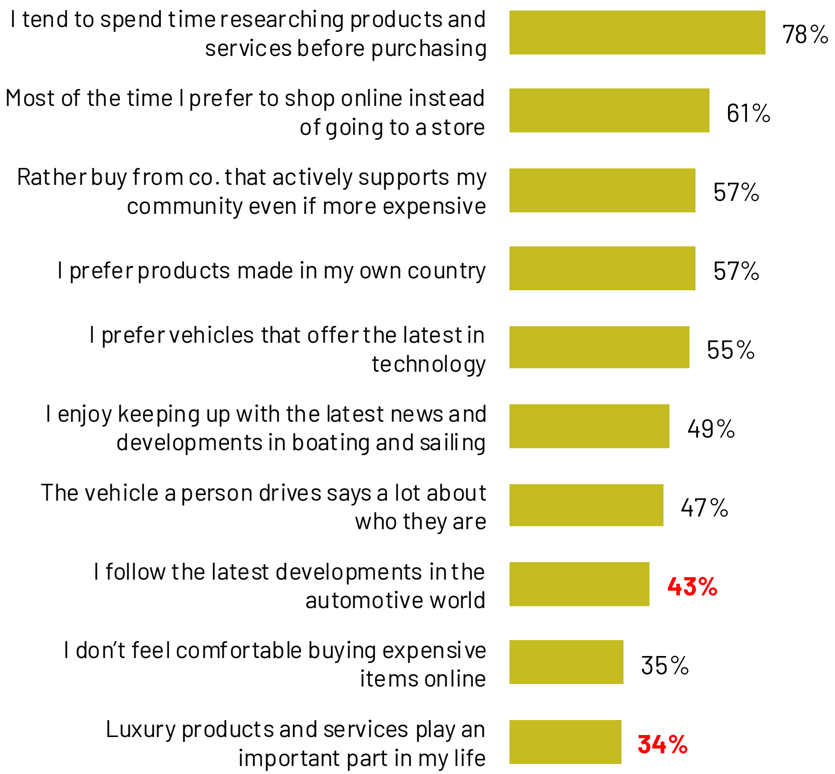
ADDITIONAL ATTITUDINAL INSIGHTS & INTERESTS

Price Out Prospects over index in interest in gardening and attending charitable events. They are less likely to say that the economy is more important than the environment and are also **less optimistic** in their financial outlook.

ATTITUDES & BELIEFS

PERSONAL ATTITUDES

T2B% (Definitely/Tend to Agree)



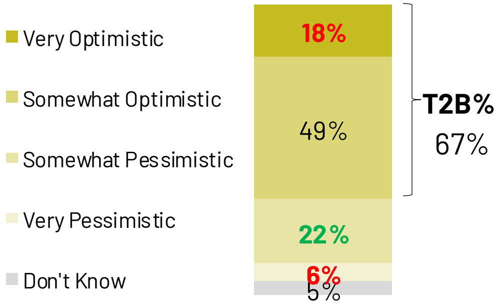
I tend to spend time researching products and services before purchasing	78%
Most of the time I prefer to shop online instead of going to a store	61%
Rather buy from co. that actively supports my community even if more expensive	57%
I prefer products made in my own country	57%
I prefer vehicles that offer the latest in technology	55%
I enjoy keeping up with the latest news and developments in boating and sailing	49%
The vehicle a person drives says a lot about who they are	47%
I follow the latest developments in the automotive world	**43%**
I don't feel comfortable buying expensive items online	35%
Luxury products and services play an important part in my life	**34%**

ECONOMY & ENVIRONMENT

T2B% (Definitely/Tend to Agree)

66%	I am very worried about the future of the economy
65%	I am very worried about the state of the economy
65%	Stronger government regulation of companies is required when it comes to sustainability
64%	Other cultures enrich our society
61%	I am very worried about the future of the environment
59%	Minimizing my impact on the environment is an important part of my life
26%	The economy is more important than the environment

OUTLOOK ON PERSONAL FINANCES



FS1_QAB1, GN1, F153, LL6, LL11, PA

- ● Over Index to Total Prospects (≥120%)
- ● Under Index to Total Prospects (≤ 80%)

Indexing reported if Total Prospects %=5%+

INTERESTS & EVENTS

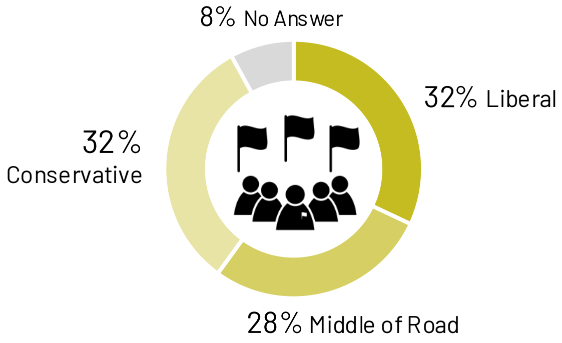
TOP INTERESTS

67%	Movies/ films
60%	Travel
59%	Cooking
49%	Video gaming
48%	Health/ fitness/ wellness
43%	Gardening

TOP EVENTS ATTENDED P12M

43%	Movie theaters
36%	Museums
31%	Casino
23%	Religious services
21%	Gourmet restaurants/ fine dining
16%	Charitable benefit events

POLITICAL AFFILIATION



Thank You

Stephanie Don
Vice President,
Ipsos Market Strategy & Understanding

Rachel Kelley
Sr. Account Manager,
Ipsos Market Strategy & Understanding

Jennifer Bender
Associate Partner,
Ipsos Strategy3

Andrew Ang
Engagement Manager,
Ipsos Strategy3

Rachel Song
Consultant,
Ipsos Strategy3