TURNING INSIGHTS INTO DATA-DRIVEN MARKETING

April 2026

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

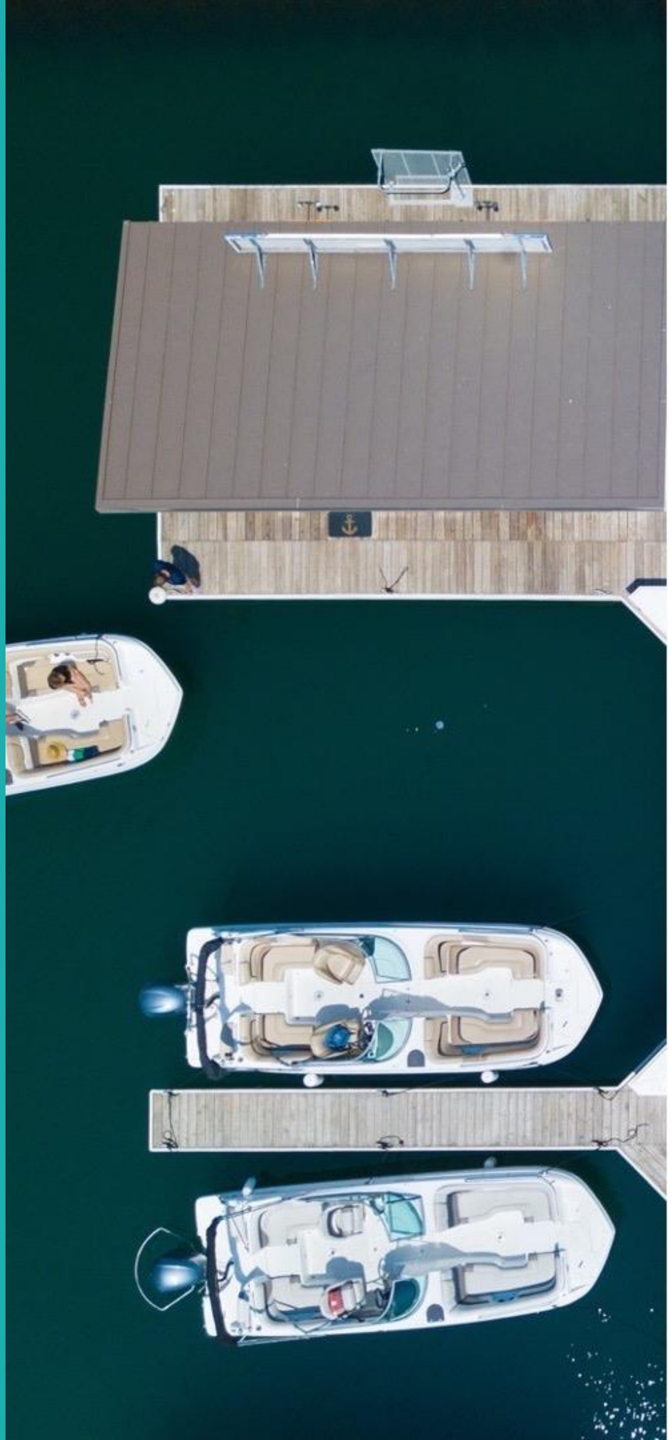
Uncover macro forces affecting today’s consumer that will impact the boating category and broader operating context

#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



Your Presenters

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We will have 15 min for questions at the end, so please feel free to drop them in the chat as we go!

Today's Agenda

1 **Executive Summary**

2 **Today’s Boating Landscape**:
- Types of Targets: Current Owner & Prospective Owner
- Current Owner Overview
- Prospective Owners Overview + Detailed Profiles

3 **Tomorrow’s Landscape**:
- What’s Changing in the World?
- Futureproofing: How Needs are Changing + How to Connect

5 **Q&A**

EXECUTIVE SUMMARY

Selection of key insights from the Handbook

Methodology Note

All insights collected reflect opinions of our surveyed Boat Owners and Prospective Owners

Methodology Details

- **WHEN**: Quantitative Survey Fielded August 22, 2025 through September 12, 2025
- **WHO**: N=500 Boat Owners, N= 500 Lapsed Owners, N=500 Prospective Owners
    - Consumers 18-75 years old, quotas set on age, gender and region to ensure representative sample
    - Boat Owners and Lapsed Owners defined as own (or used to own) and consider primary vessel a motorized/power boat or sailboat
    - Prospective Owners defined as **50% or more likely** to purchase a motorized/power boat or sailboat in the future and not a current or lapsed owner
    - *Base sizes allow for statistical significance testing at 95% confidence as well as advanced analytics*
- **WHAT**: 20-minute, device agnostic survey
    - Quantitative clustering on key questions among Prospective Buyers revealed 5 unique groups of buyers based on likelihood to buy, timeframe, barriers and level of knowledge

This data is already being put into action!

Alix Partners is leveraging these insights for more targeted marketing efforts – ensuring we are reaching the right people, with the right messages in the right places.

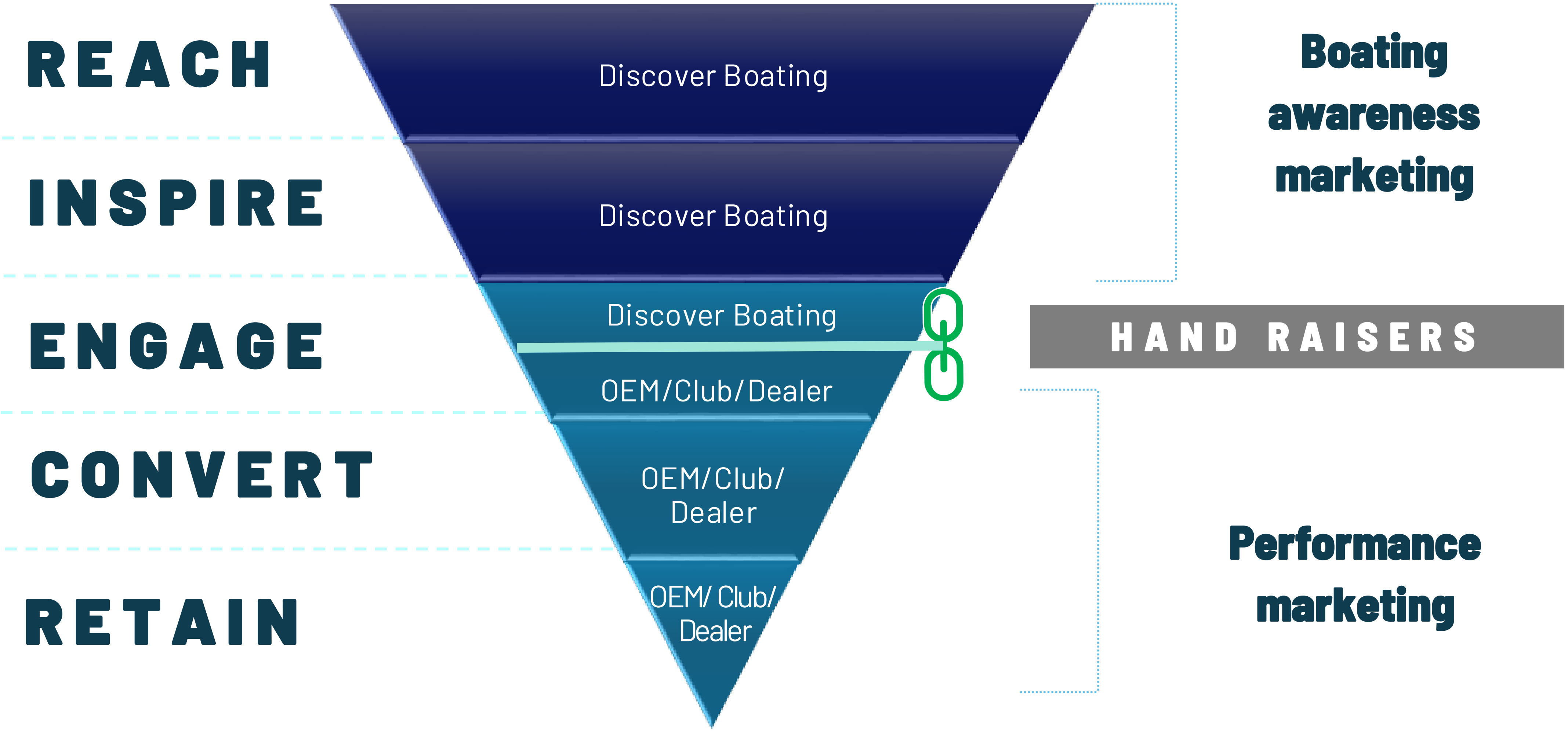
Defining our Target Boaters

Through our research, we have **identified six groups of target customers** across Current and Prospective Owners.

These groups are **fundamentally different**: Each group has distinct needs, motivations, barriers that require tailored approaches to effectively engage them.

Understanding them helps us understand **where to play and how to win,** to grow the recreational boating category together across Discover Boating, Manufacturers and Dealers.

Discover Boating's primary purpose is to reach & inspire potential boaters



Our Target Boaters

CURRENT OWNERS

People who currently own at least one boat

ESTABLISHED OWNERS	RECENT BUYERS
*Purchased their main boat **prior** to 2020*	*Purchased their main boat **after** 2020*

Focus for..

Dealers · *OEMs* · *Discover Boating*

PROSPECTIVE OWNERS

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

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

COST-CONSCIOUS	TIME-PRESSED	INEXPERIENCED	SALES READY
Interested, but are not as financially ready; open to alternative access models	*Core barrier is lack of time; open to alternative access models*	*Have the means, but feel they need more experience, support and knowledge*	*Fewest barriers experienced; ready to buy*
Focus for..	*Focus for..*	*Focus for..*	*Focus for..*
Discover Boating	*Discover Boating*	*Dealers* · *Manufacturers* · *Discover Boating (Hand Raisers)*	*Dealers* · *Manufacturers*

*A fifth Prospective Owners cluster, *Priced Out*, is excluded due to it being a low-opportunity target

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 ENGAGE — CONVERT

COST-CONSCIOUS	TIME-PRESSED	INEXPERIENCED	SALES READY
Interested, but are not as financially ready; open to alternative access models	*Core barrier is lack of time; open to alternative access models*	*Have the means, but feel they need more experience, support and knowledge*	*Fewest barriers experienced; ready to buy*

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.

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.

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**.

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.

Hand Raisers

COST CONSCIOUS

18%

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

Gen Z	23%
Millennial	54%
Gen X	13%
Boomers	9%

White	59%
Black	20%
Hispanic	13%
Other	8%

Discretionary Income

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

23% West

21% Northeast

16% Midwest

40% South

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

Novice	26%
Beginner	27%
Intermediate	38%
Advanced	8%
Expert	2%

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

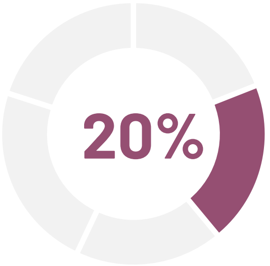
$ 69.8k
Average Budget

BARRIERS

COST (Net)	97%
Concerned about the cost of storage	73%
Concerned about ongoing costs of maintenance and upkeep	66%
Initial purchase price is too high	54%
EXPERIENCE (Net)	70%
Concern about the environmental impact	38%
Not sure where I would store it	30%
Don't feel I have enough knowledge or experience to operate a boat	18%
Not sure what type of boat is right for me	14%
Don't feel I have enough time to use it regularly	21%

Ipsos

TIME PRESSED



KEY OVERVIEW

Time Pressed 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. 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

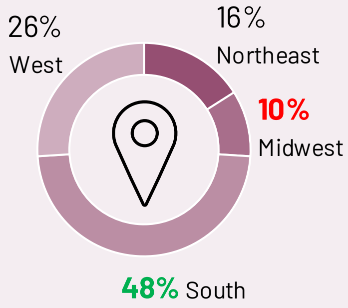
40 Avg. Age

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

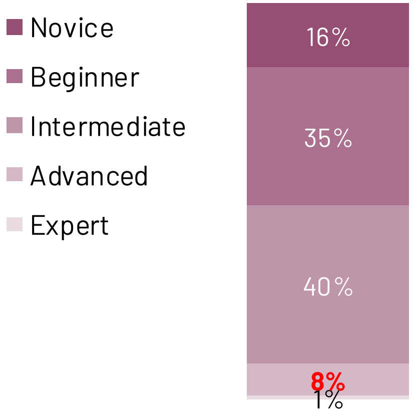


Miscellaneous Demographic Question, S1b, B3, HQS5, S5b, B1, B4, B2, C9, C9b

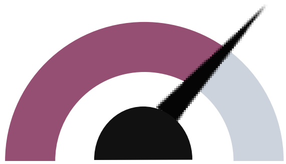
- Over Index to Total Prospects (≥120%)
- Under Index to Total Prospects (≤ 80%)

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%

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INEXPERIENCED

23%

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

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

18% West

25% Northeast

17% Midwest

41% South

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

Novice	33%
Beginner	46%
Intermediate	20%
Advanced	1%
Expert	

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

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%

Ipsos

SALES READY

19%

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

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

West	33%
Northeast	17%
Midwest	17%
South	34%

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

Novice	0%
Beginner	11%
Intermediate	51%
Advanced	32%
Expert	7%

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'

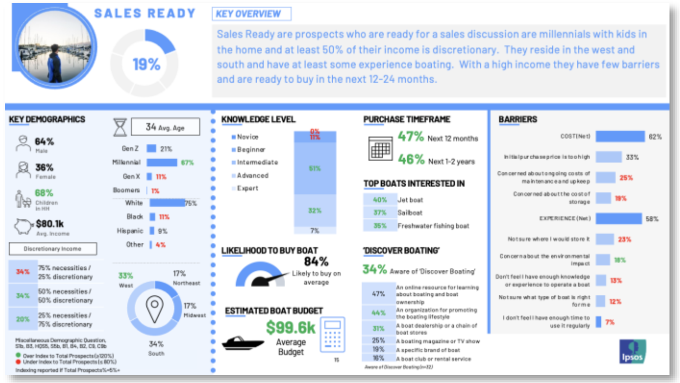
47%	An online resource for learning about boating and boat ownership
44%	An organization for promoting the boating lifestyle
31%	A boat ship or a chain of boat stores
25%	A boating magazine or TV show
19%	A specific brand of boat
16%	A boat club or rental service

Aware of Discover Boating (n=32)

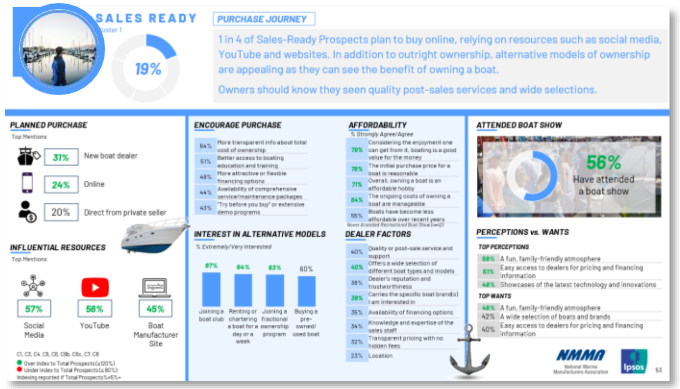
BARRIERS

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%

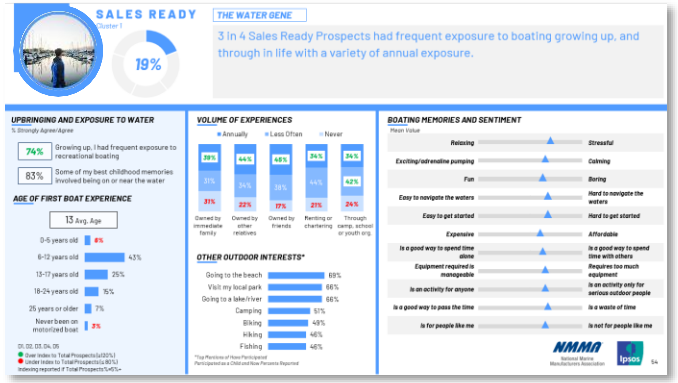
In the Handbook, you will find more details for each Prospective Owner



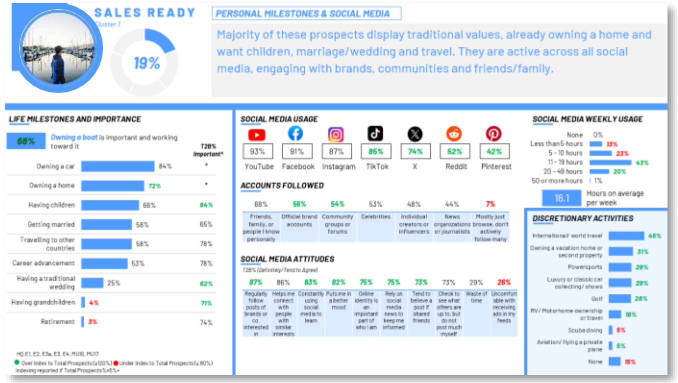
Overview: Demographics, budget, knowledge level, readiness and barriers to purchase



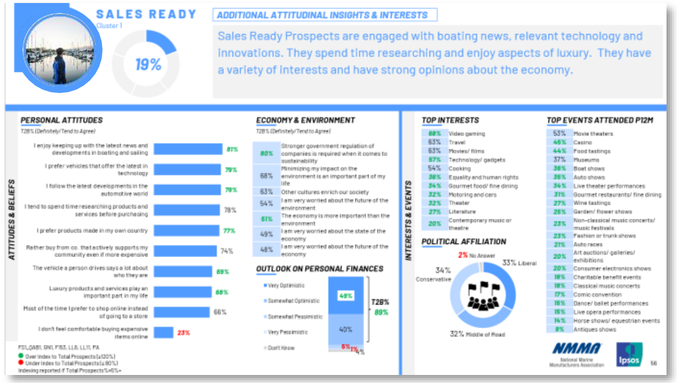
Purchase Journey: How and who they plan to buy from, information sources, purchase motivations, boat show perceptions, etc.



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



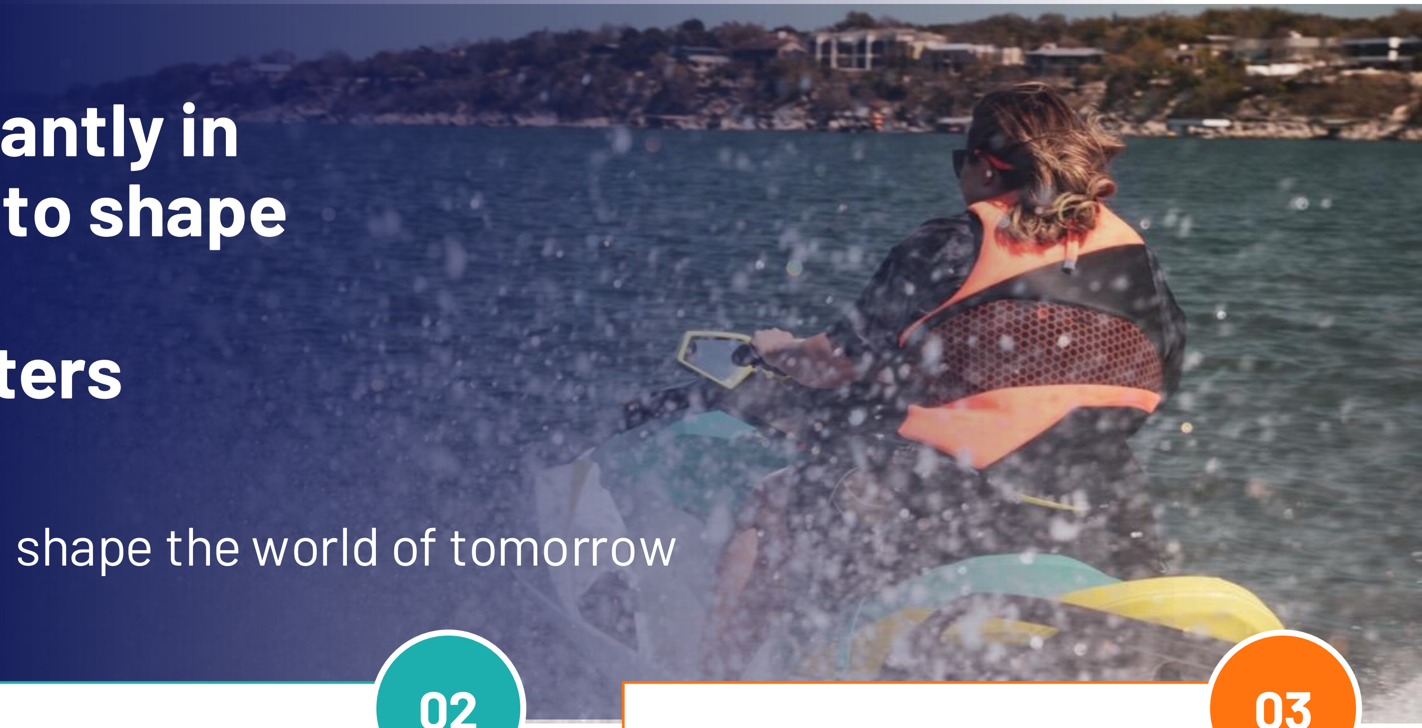
Milestones & Media: Milestones achieved, and social media behavior usage & attitudes, etc.



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

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

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

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

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

What does this mean for 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

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

What does this mean for 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

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

What does this mean for 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

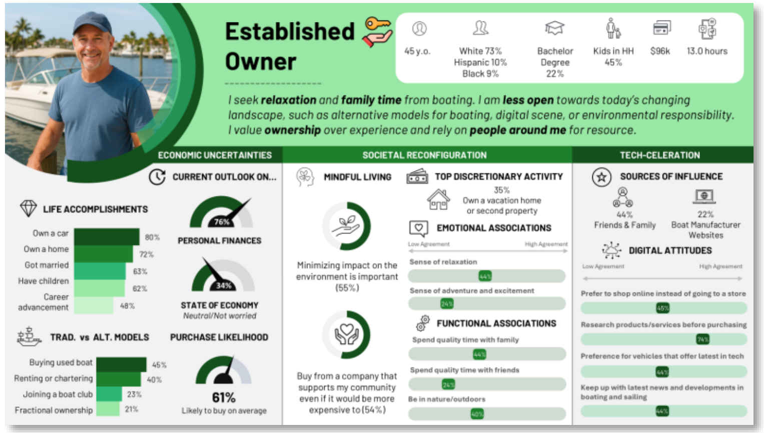
As digital technology rapidly evolves, consumers (especially younger generations) are seeking a boating experience that **integrates technology to solve friction points** (e.g., assisted docking, intuitive navigation) and helps make the experience **safer, easier**, and **more accessible**.

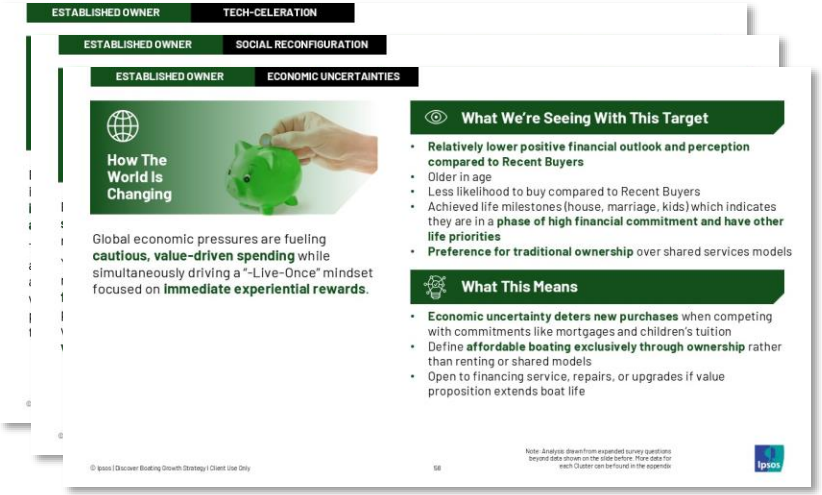
3 Social Media as a Source of Influence

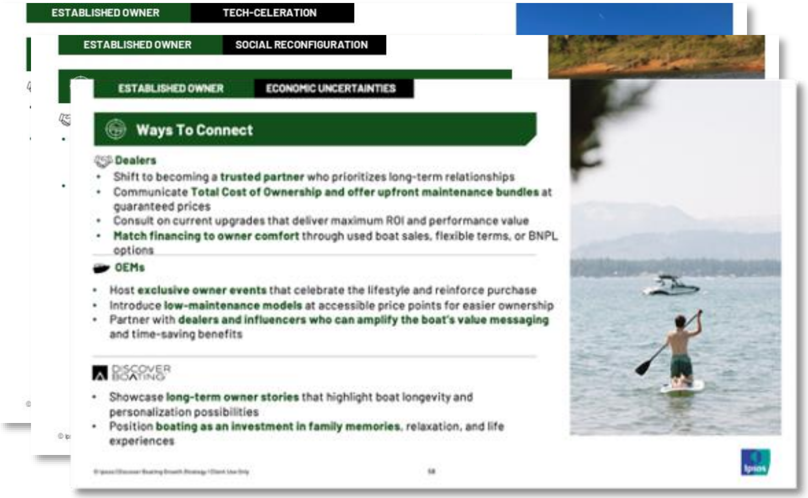
Social media has evolved into a primary channel where consumers go for product information, serving as a **key source of inspiration, education**, and **sales** for boating. It is now a platform where **authentic storytelling** can be strategically used to **connect the industry with the consumer base.**

NMMA materials have implications for all 6 Current & Prospective Owner Groups

Each futureproofing profile features:







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

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

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

Key Insights Overall

1. **Exposure to water** and **experience** with boating-adjacent activities correlate with **boat ownership.**

2. **Today's prospective owners** are navigating **financial concerns**, embracing non-ownership **access models**, and moving through a **redefined purchase journey** shaped by new decision-making touchpoints.

3. **Current owners** skew **older**, **wealthier**, and more **educated**, with a more **optimistic view** of their personal finances and a strong reliance on **manufacturer and dealer websites**, alongside online reviews, as trusted decision-making resources.

4. **Prospective owners** skew **younger** and more **price-constrained**, engaging with boats primarily through **charters and rentals** and relying more heavily on **friends, family**, YouTube, and **social media** for guidance.

Overall Takeaways for Dealers

Relevant Target Boaters

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

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.

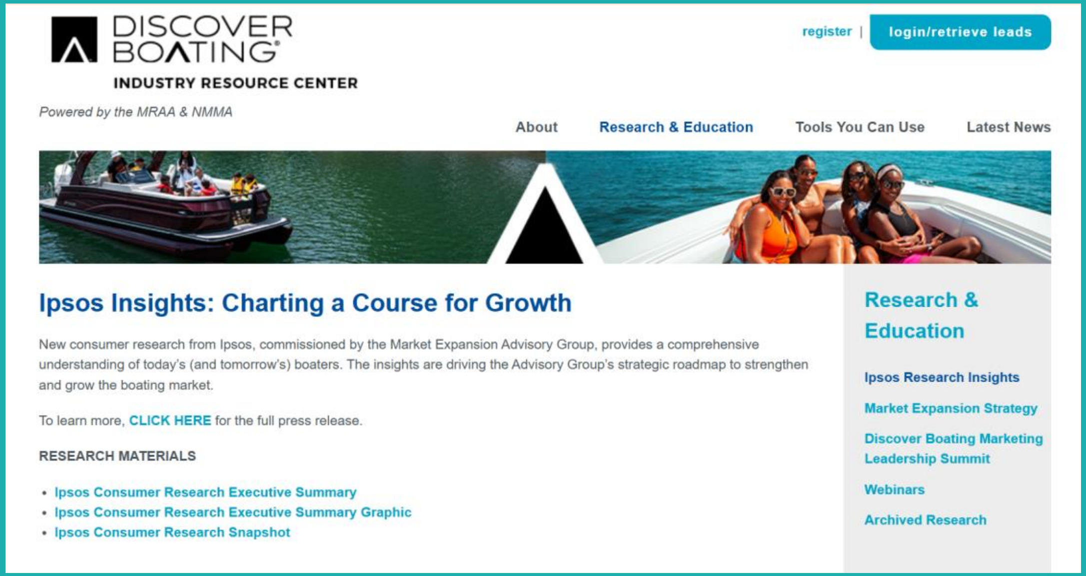
What's Next: Handbooks

The handbook synthesizes our research 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 start with "Today's Boating Landscape" and proceed to explore the profiles, insights, and strategic recommendations relevant to their specific interests.



Materials are available for download at
b2b.discoverboating.com/ipsos-insights

Q&A

Thank You

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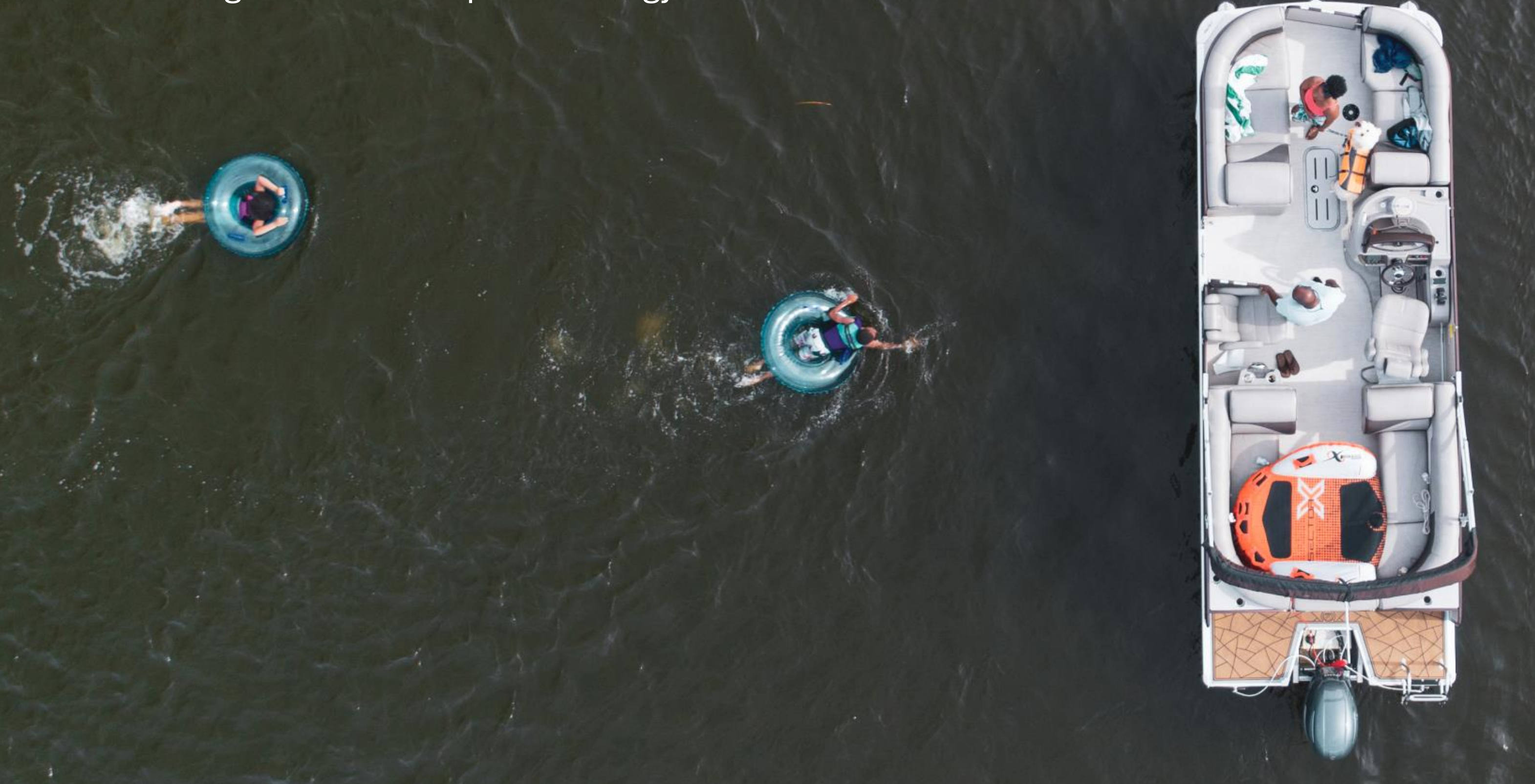

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