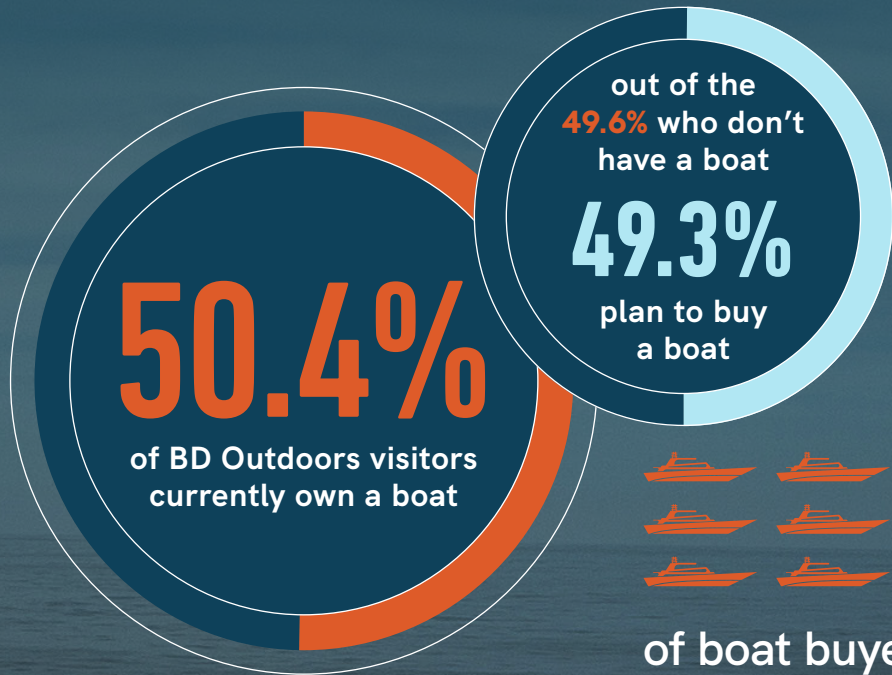


# BOATING

BD delivers the audience, scale, and results to reach highly qualified, high intent boat owners and buyers.

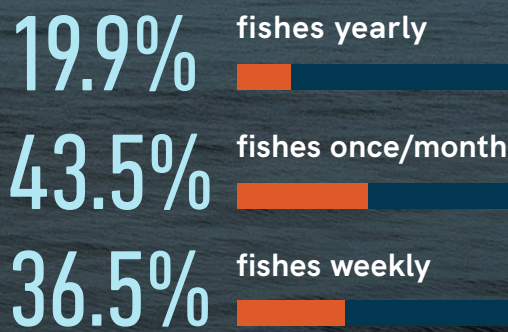


**25.5 PERCENT** plan to buy a boat in the near future



**73.6%**

of boat buyers are considering buying a boat 20'-34'



**79.9%**

of boats owned are on a trailer



**20.1%**

of boats owned are slipped

Resources buyers used to do research for next fishing boat purchase

- 17.9 PERCENT Cuddy Cabin Walkaround
- 11.8 PERCENT Sport Fisher
- 11.5 PERCENT Pilot House
- 7.4 PERCENT Flats/Bay Boat



19.8 PERCENT Boating and Fishing Websites



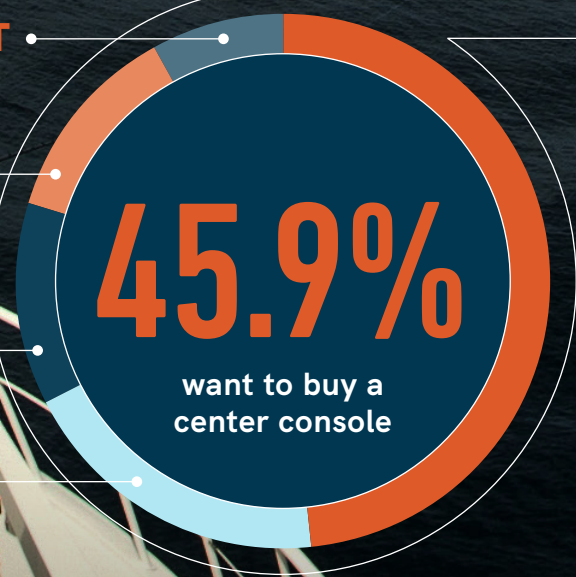
14.3 PERCENT Boat Manufacturer Website



12.2 PERCENT Fishing/Boating Magazines



10.4 PERCENT Boat Reviews on YouTube



**39%** own at least one boat

**15%** own two boat

**7%** own three or more boats

