



TIGHT LINES SURVEY

OUTBOARD INSIGHTS

FAVORITE OUTBOARD BRANDS



Our audience demonstrates a preference for
Yamaha Outboards with
47% of boat owners claiming it as
their favorite.

Mercury is the second most
preferred brand, with over
1/4 
of our audience citing it as their go-to outboard.

YAMAHA

47%

MERCURY

28%

SUZUKI

11%

HONDA

9%

TOHATSU

2%

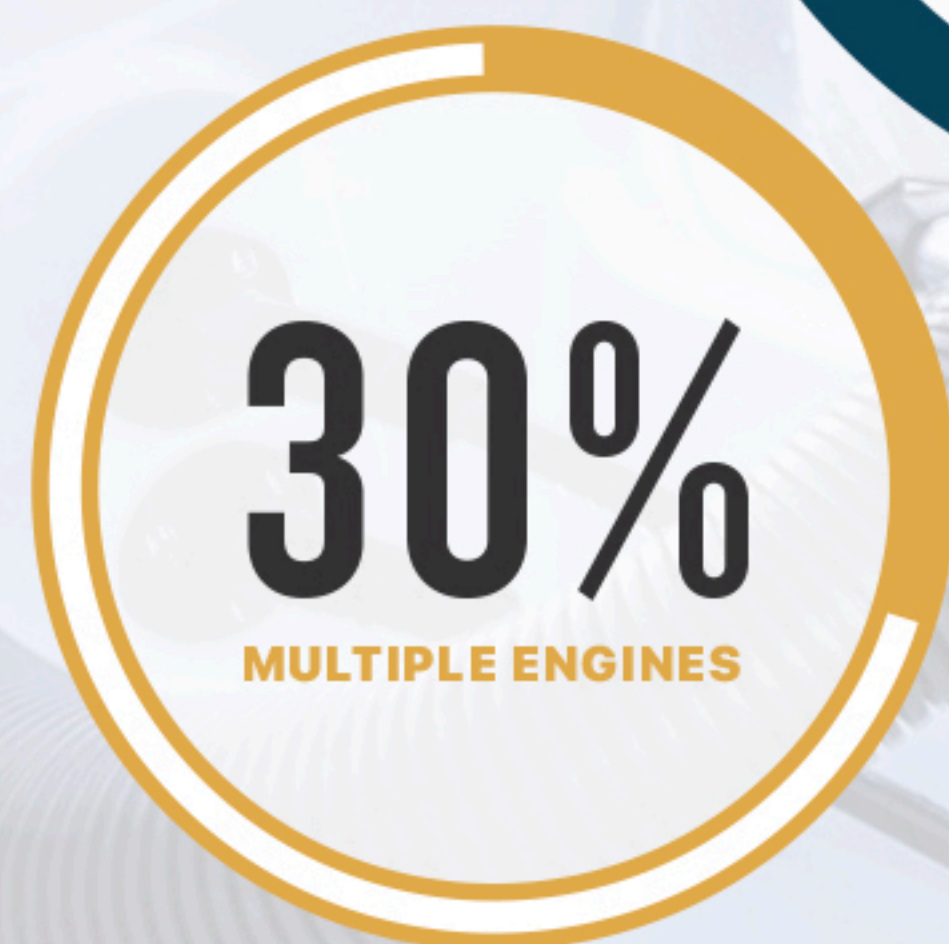
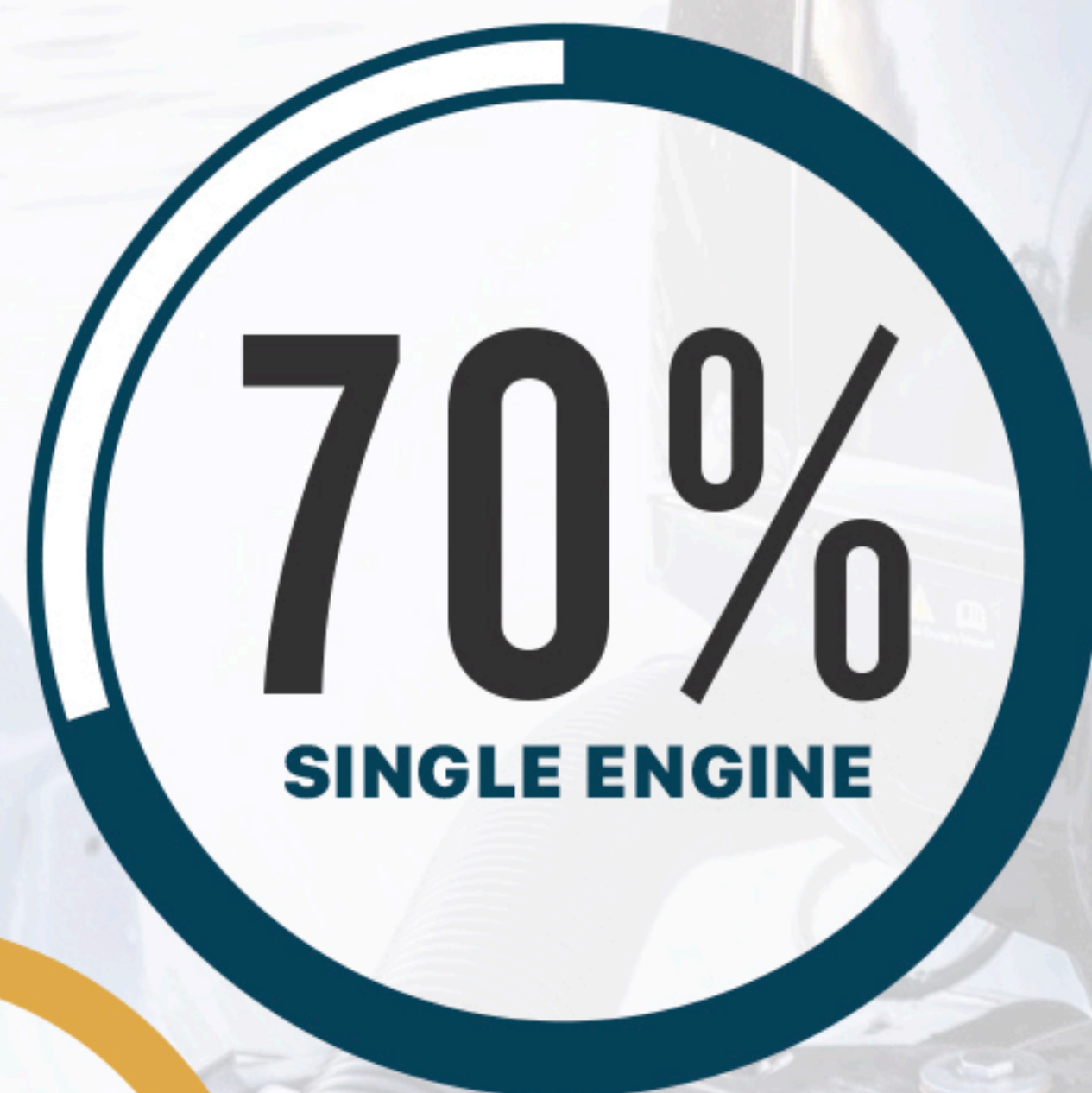
OTHER

3%

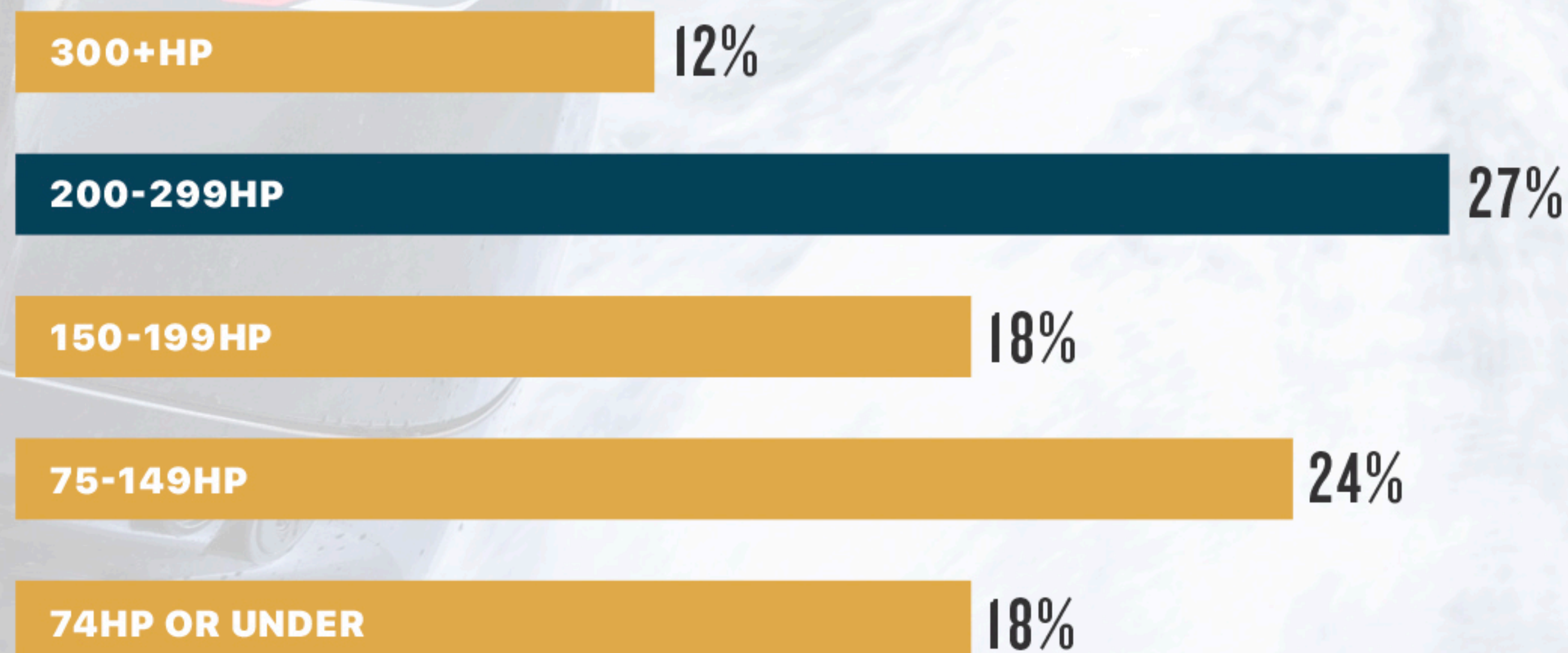
ENGINE CONFIGURATIONS



Most boat owners have a single outboard on their boat.



Outboard sizes are distributed relatively evenly among boat owners, with sizeable markets existing for outboard sizes anywhere from **50-300** horsepower.



The largest market in terms of current users, is outboards between **200 and 299** horse power.

TWO STROKE/FOUR STROKE



Four-stroke engines are most common and popular.

28% have two-stroke engines.



72%

of boat owners in our survey
currently have four-stroke engines.

Among those who have
two-stroke engines,

36%



plan to repower to four-stroke in the future.

Do you plan to repower to a four stroke engine in the future?



ENGINE MAINTENANCE



Most boat owners in our BD audience

65%
service their engine every **100 hours.**



Almost all boat owners,

89%
service at least every **200 hours.**

MOST IMPORTANT FEATURES

OVERALL



Boat owners prioritize **lifespan**
and fuel economy
above all other outboard features, with

85%

ranking these the **most important**
features of an outboard.

99% also agree that **aesthetics** are the
least important feature of an outboard.

LIFESPAN

43%

FUEL ECONOMY

42%

QUIETNESS 9%

HIGH END SPEED 3%

TORQUE 2%

AESTHETICS 1%



This is where we thrive.