

2017 Boater Survey Highlights





About the survey

- June 13 – August 10
- 3,684 responses
- Mentioned in
 - IMGO
 - Weekly fishing report
 - Boating newsletter
- Sponsored Facebook ads to anyone in Great Lakes region who matched our existing boater profile or expressed interest in boating



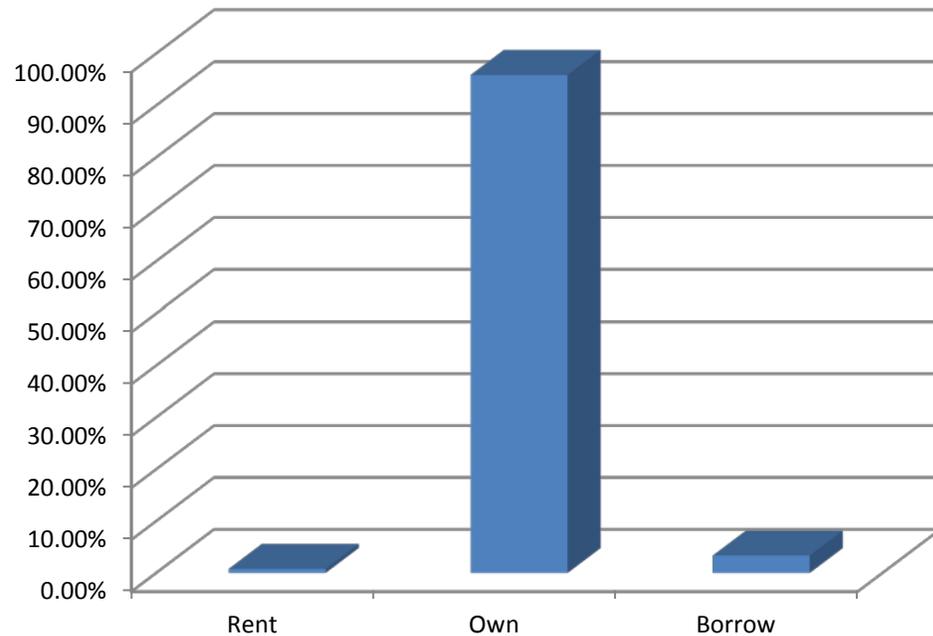
About the respondents

- 30% bachelor's degree, 18% with a graduate degree
- 33% \$100K+ HH income or more
- 79% male
- Age breakdown

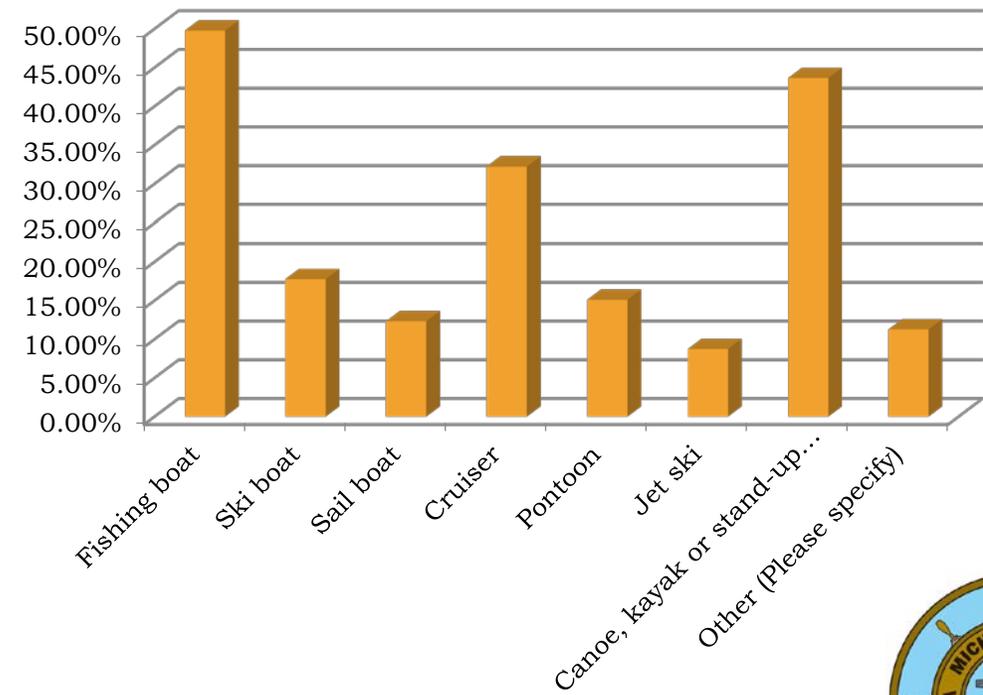
18-24	83	2.28%
25-34	298	8.20%
35-44	482	13.26%
45-54	800	22.01%
55-64	1,123	30.89%
65-74	716	19.70%
75+	113	3.11%

Boat ownership

Generally speaking do you own, rent or borrow a boat when going boating?

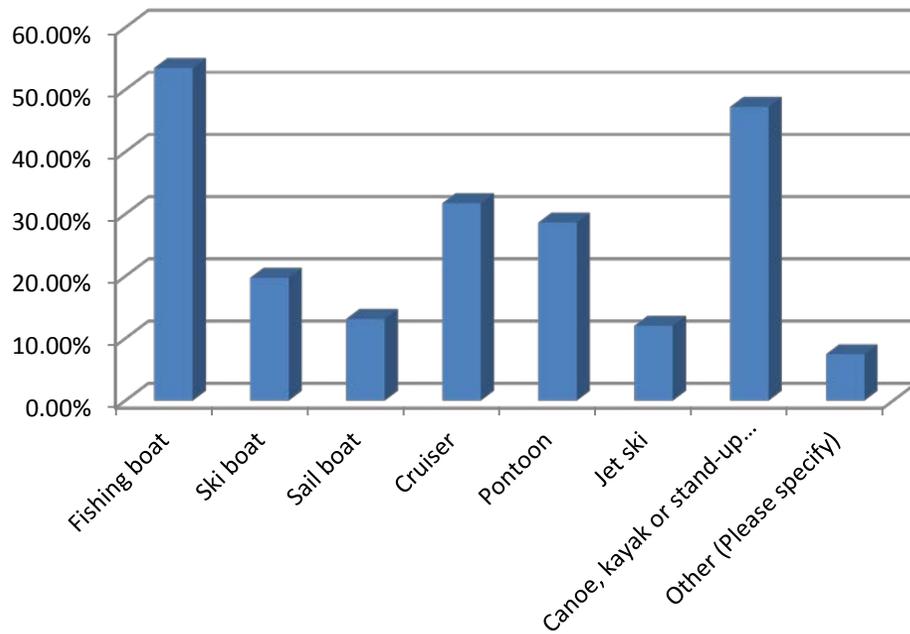


What types of boats do you own?

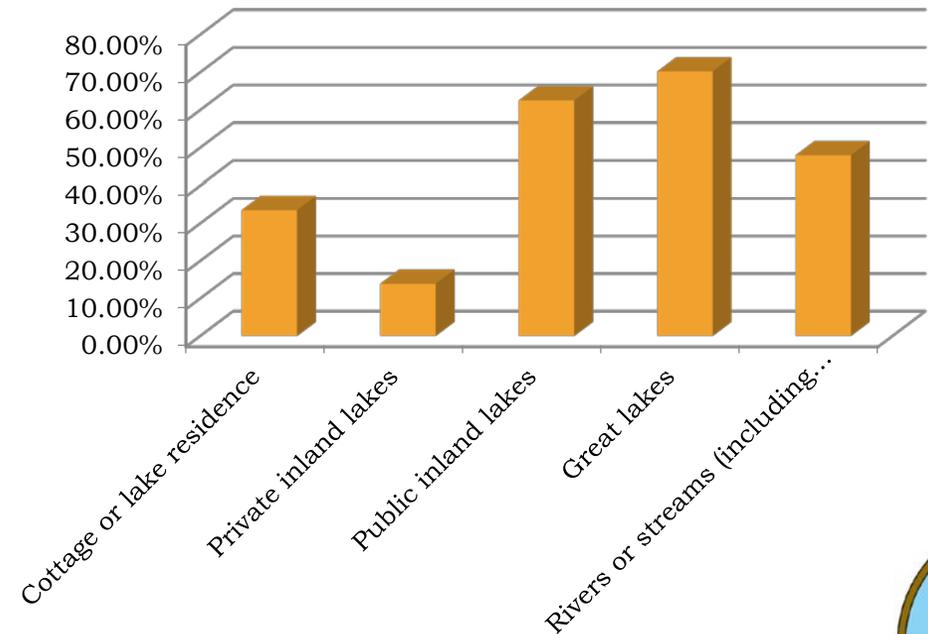


What and where they boat...

In the last 12 months check all of the types of boats you have used

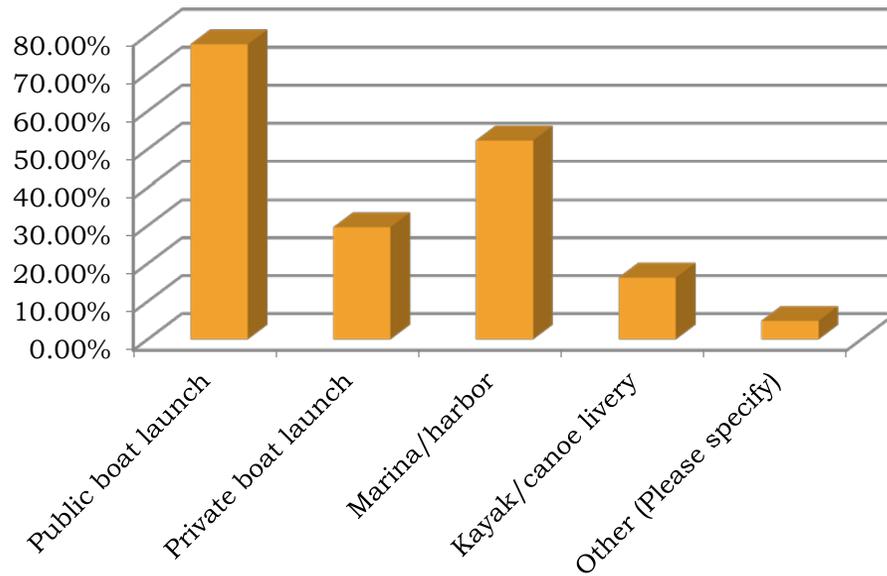


In the past 12 months, what types of water bodies have you boated on?

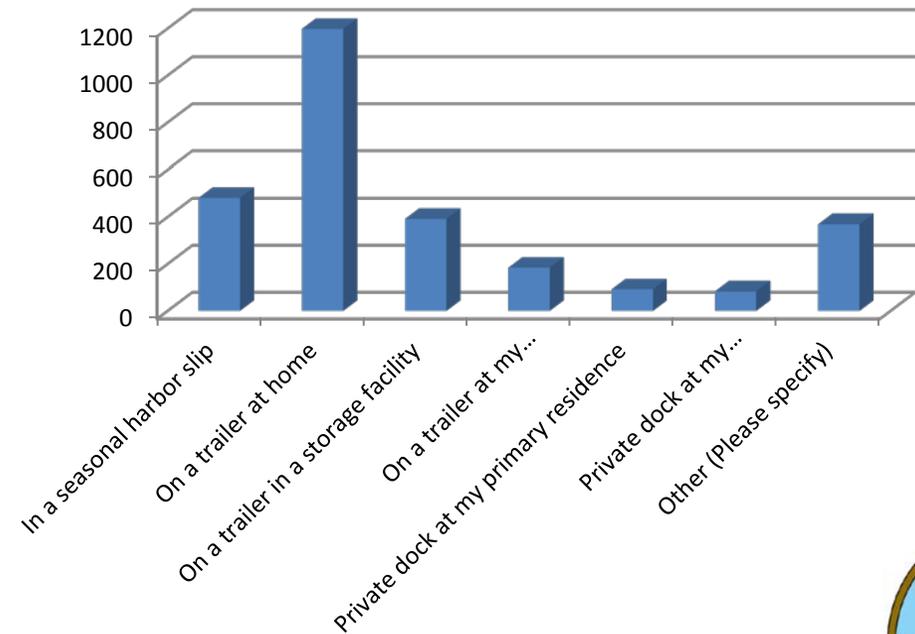


Access and Storage

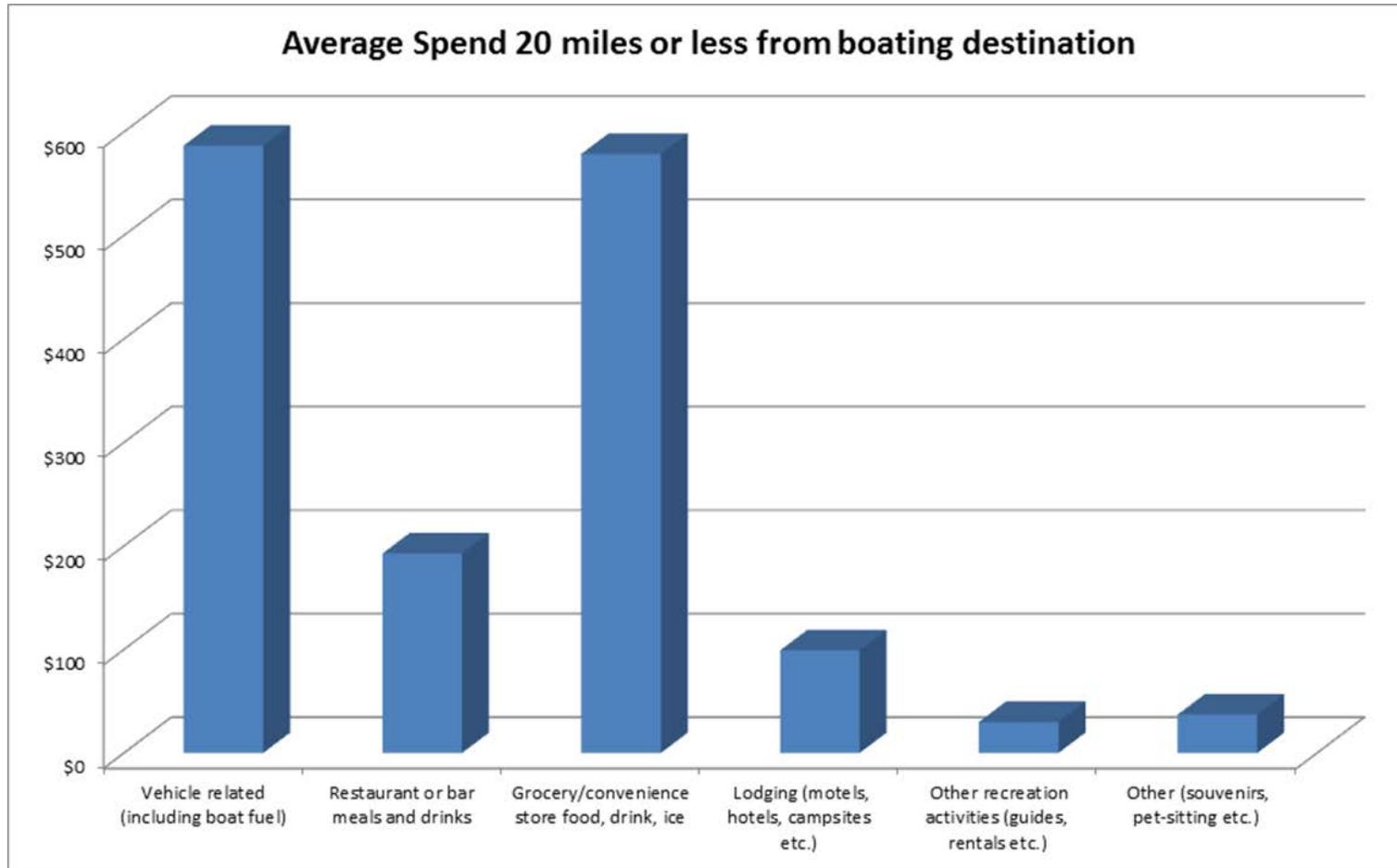
Check all of the access facilities you have utilized for boating in the last 12 months.



Where do you keep your boat when not in use during the boating season?



Spending*

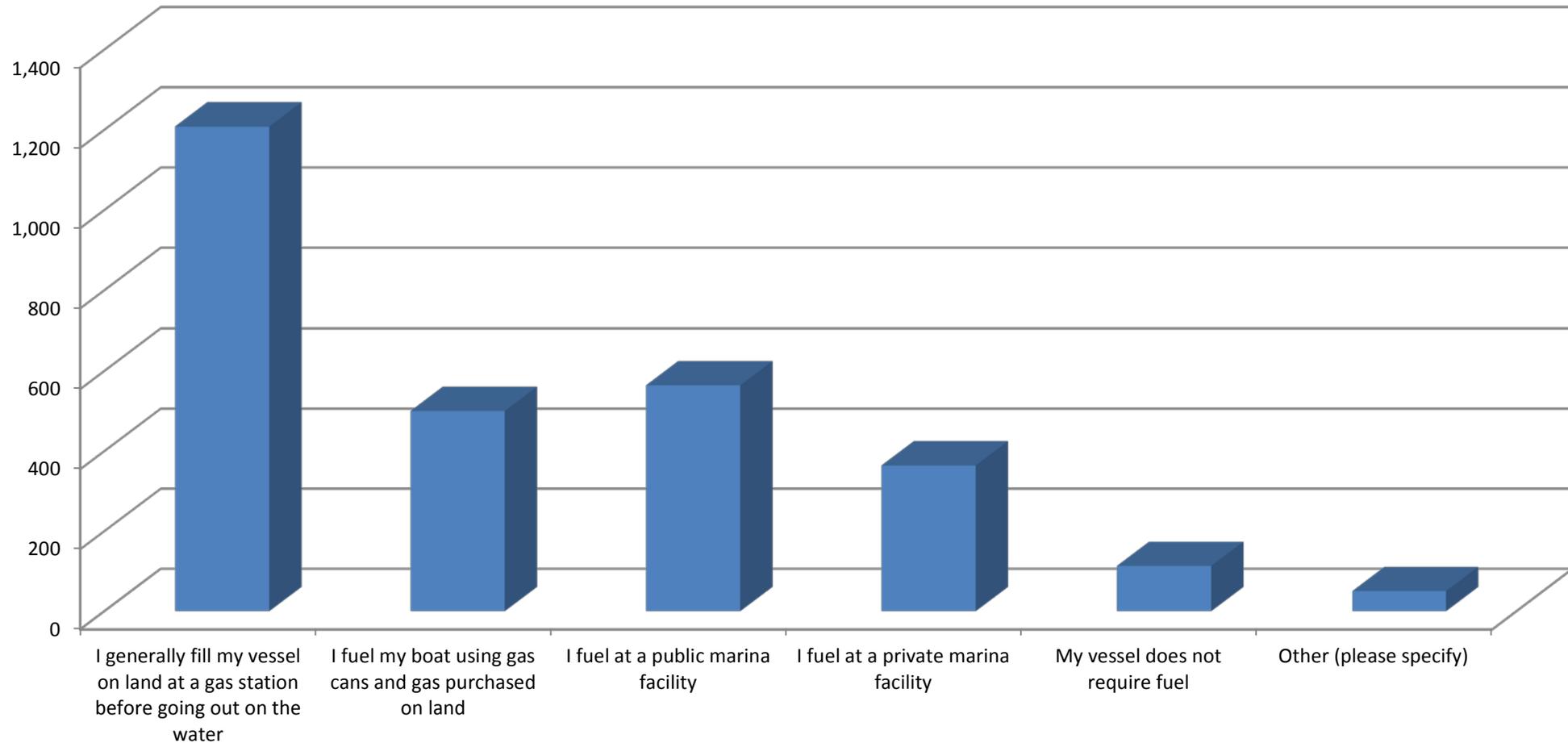


*We have some concerns about the validity of these responses.



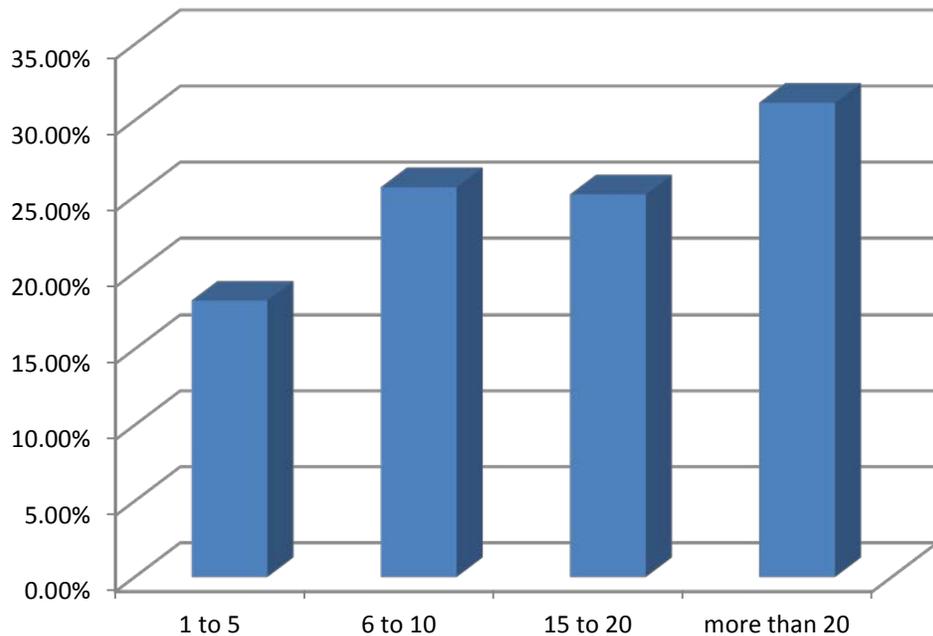
Fuel

Where do you generally purchase fuel for your boat?



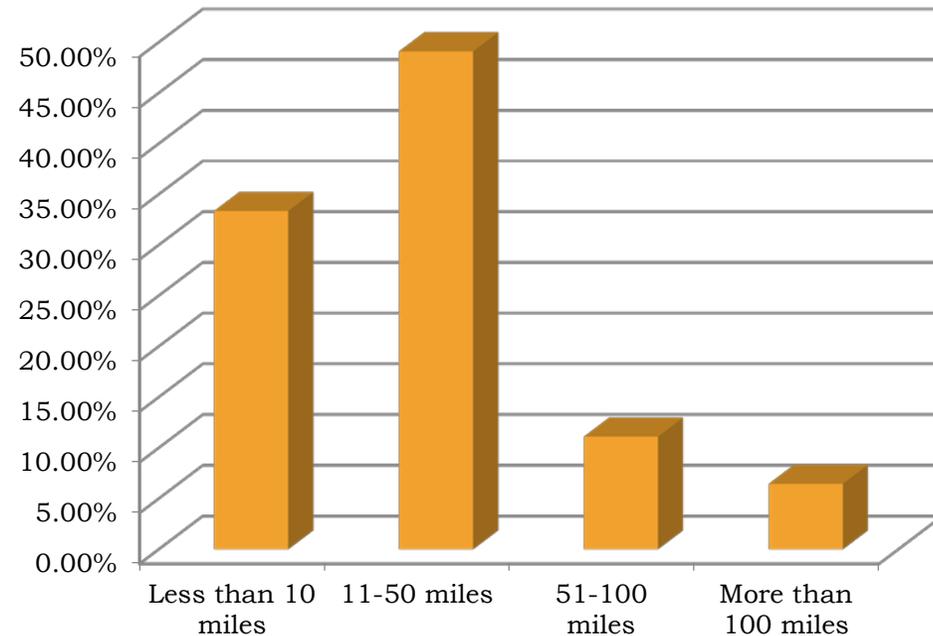
Boating Access Sites

How often in a typical boating season do you use boat launches?



(In 1997, average frequency was 31)

On average, how far do you travel to use a public boat launch?

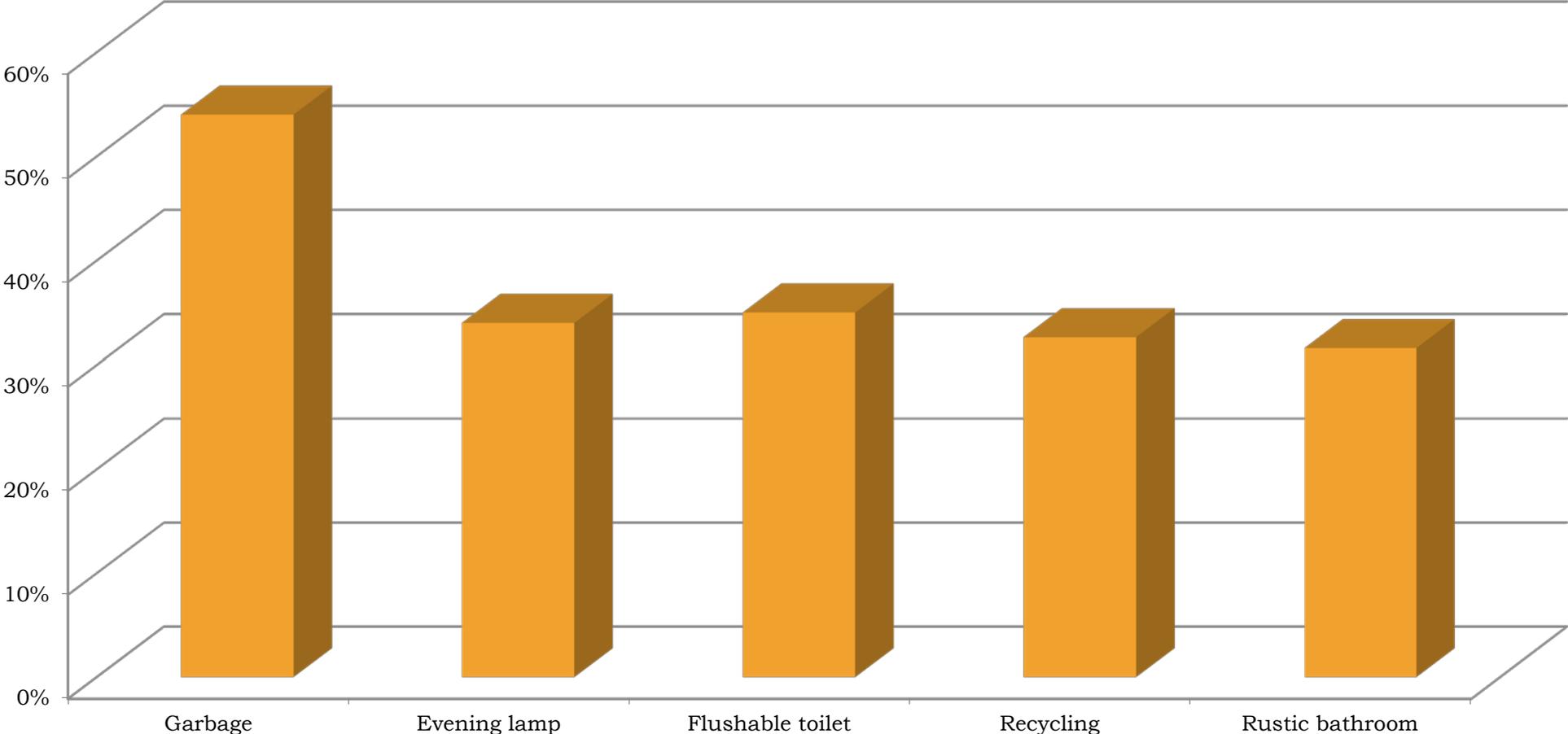


(In 1997, average distance travelled was 81 miles)



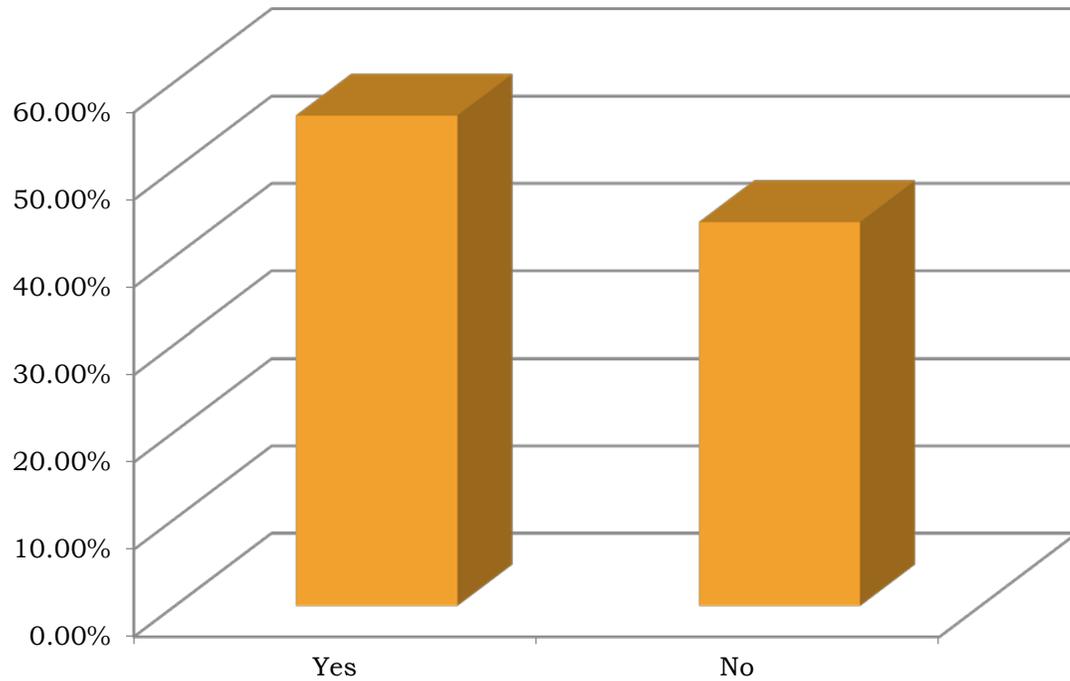
Access Site Amenities

Top 5 Most Important Ranked Amenities

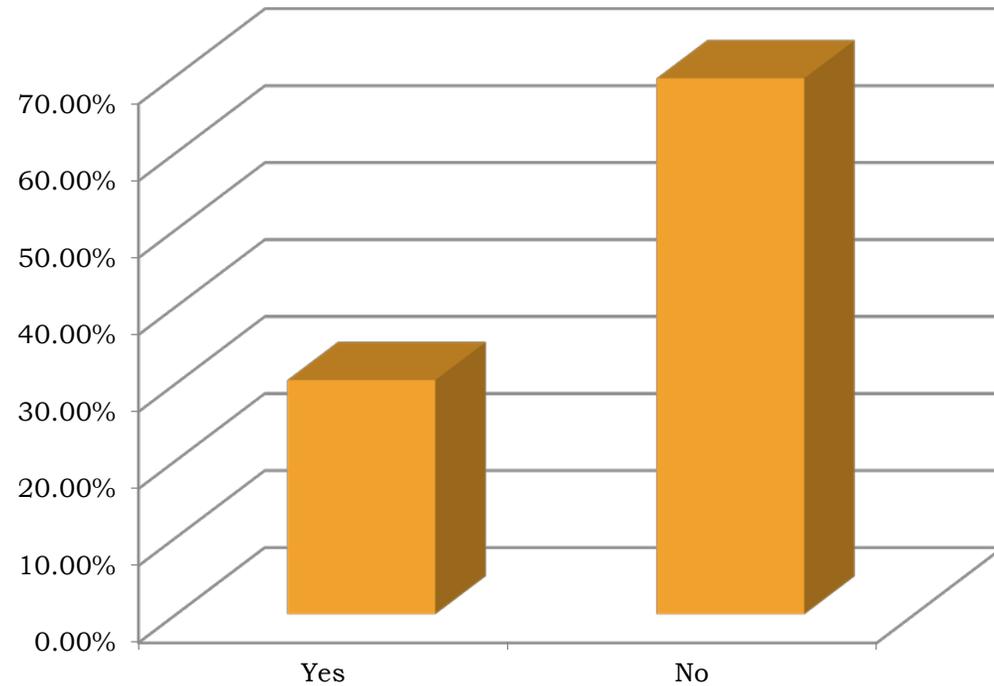


Harbors

Is a harbor being a certified “Clean Marina” a reason you would choose it over another facility?

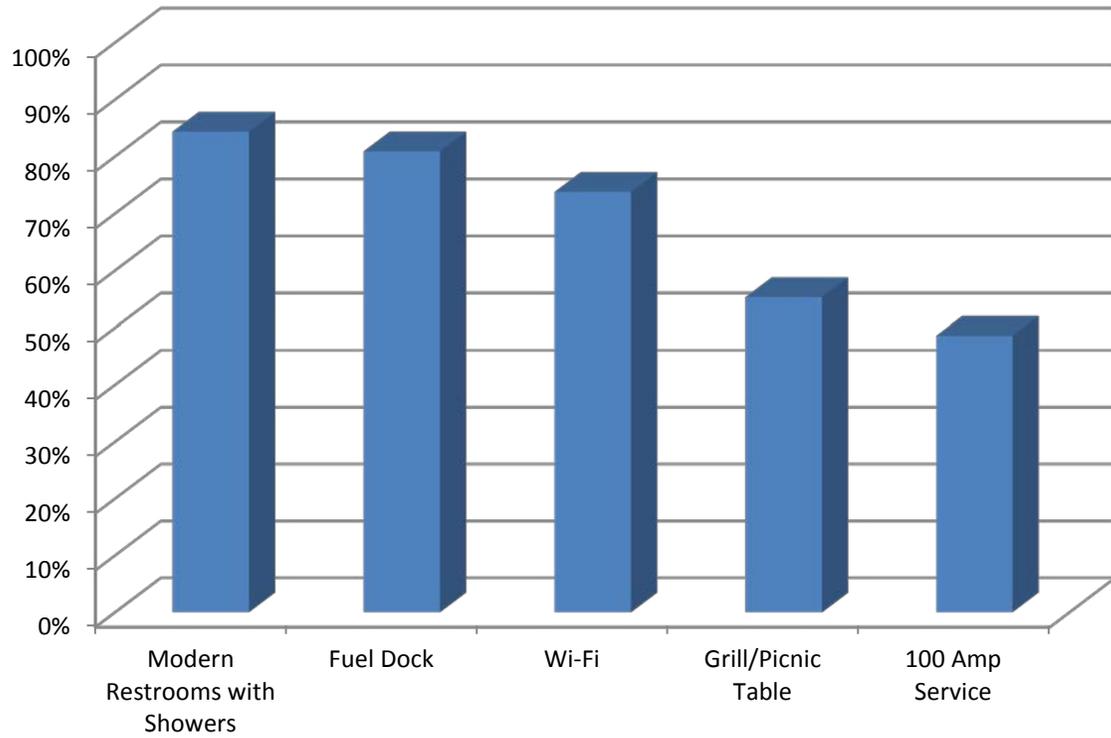


Do you enter the water for swimming, boat inspection/repair or other reason while in a public harbor facility?

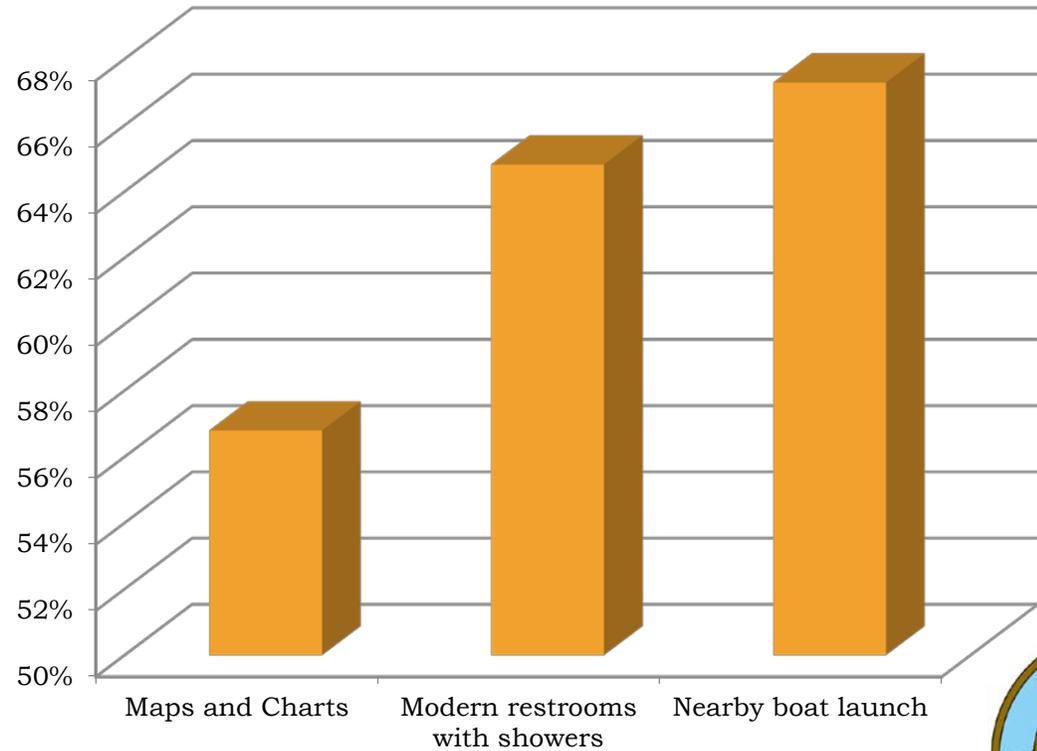


Harbors

Top 5 Most Important Amenities – Current boaters

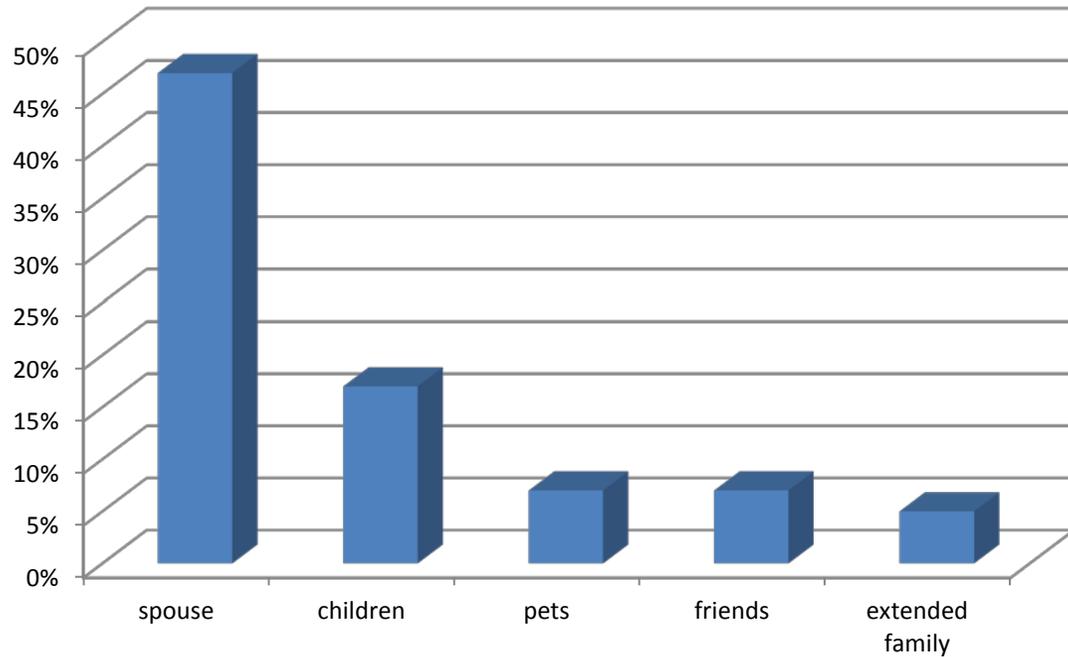


Top 3 Most Important Ranked Amenities - future boaters



Planning and Purchasing

Top 5 Most Important Ranked Boat Purchase Influencers



What resources do you use to plan your boating activities?

