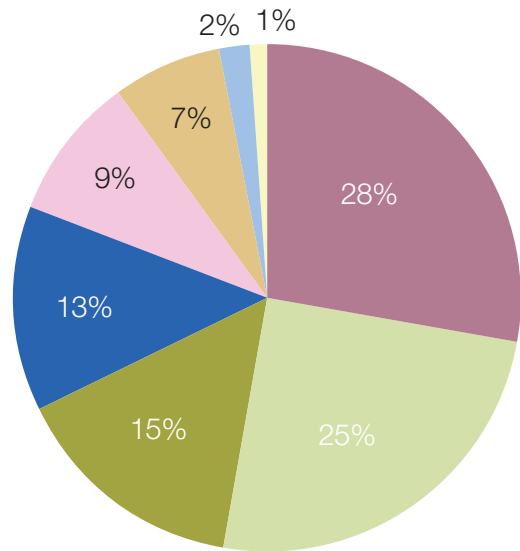


YACHTING PAGES FLIBS 2012 CREW SURVEY: RESULTS

At Florida's **Fort Lauderdale International Boat Show 2012**, members of the crew of 107 boats were surveyed for market research.

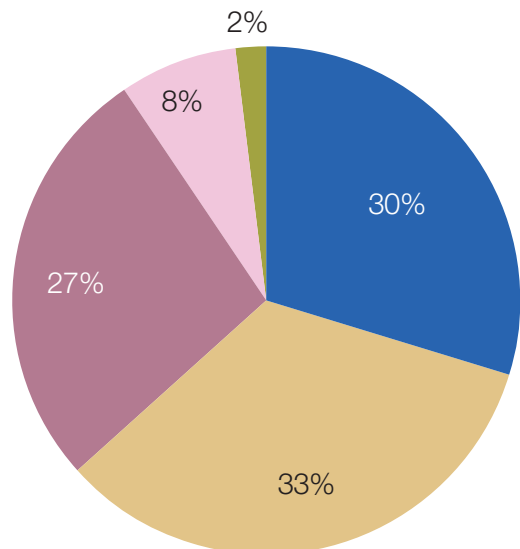
1. Who we surveyed

- Captain - 28%
- First mate - 25%
- Deckhand - 15%
- Chief steward/stewardess - 13%
- Steward/stewardess - 9%
- Chief engineer - 7%
- Bosun - 2%
- Chef - 1%



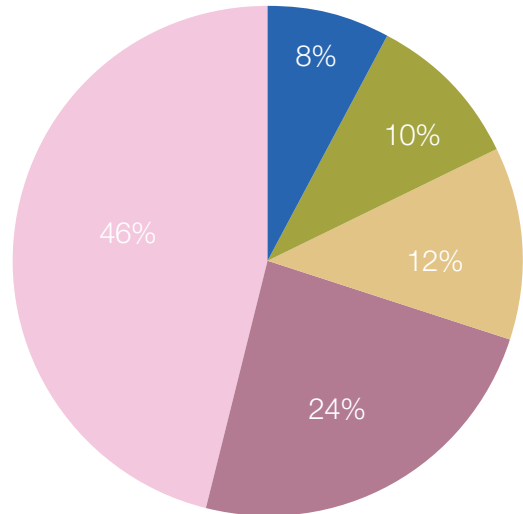
2. Sizes of the boats surveyed

- 20-29m - 30%
- 30-39m - 33%
- 40-49m - 27%
- 50-59m - 8%
- 60-69m - 2%



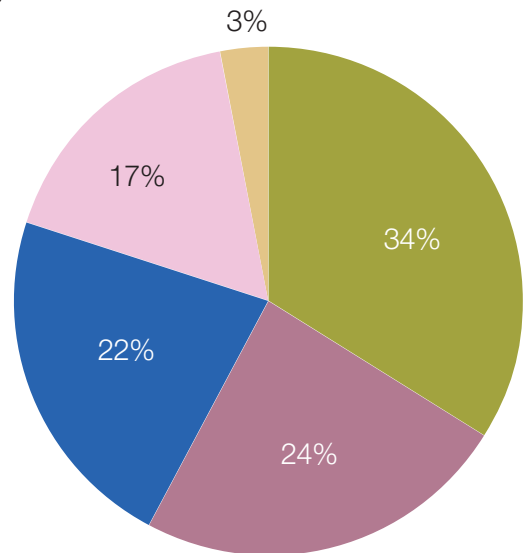
3. Who uses Yachting Pages on board and how often?

- Daily - 8%
- Weekly - 10%
- Fortnightly - 12%
- Monthly - 46%
- Rarely - 24%



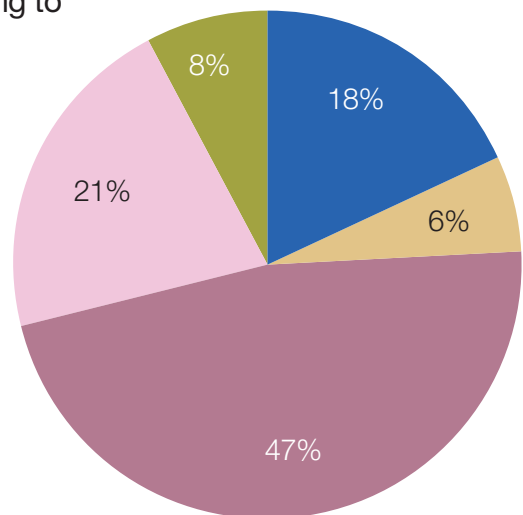
4. "Where did you get your copy of Yachting Pages?"

- Don't know - 34%
- Boat show - 24%
- Hand delivered - 22%
- Picked up themselves - 17%
- Yacht management company or agent - 3%



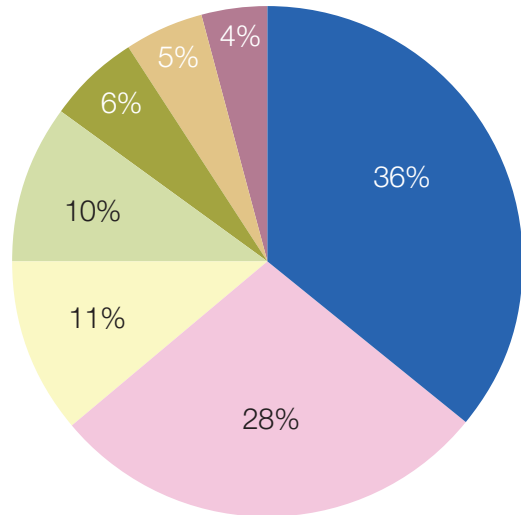
5. "When you use Yachting Pages, are you looking to make a purchase?"

- Yes - 18%
- No - 6%
- Sometimes - 47%
- Can't remember - 21%
- Not used the book yet - 8%



6. "What other resources do you use to find suppliers and services?"

- Google.com/Internet in general - 36%
- Existing contacts/database - 28%
- Other publications (see below) - 11%
- Don't know - 10%
- National Marine - 6%
- Superyacht Services Guide - 5%
- Word of mouth - 4%

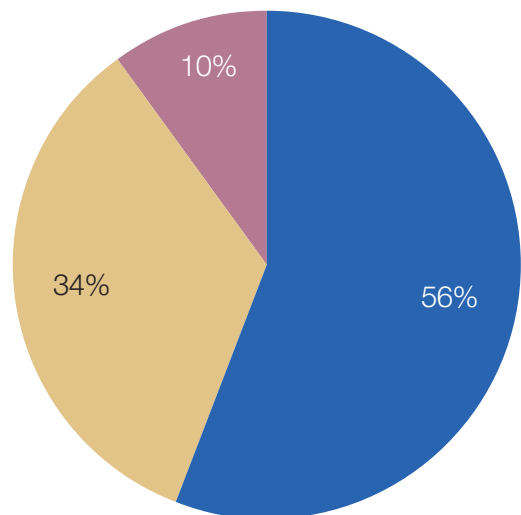


The other publications that each got a mention were:

Tritan; marinas; iPhones; British Admiralty Publications; Crew for Crew; Frommers; Yellow Pages; Superports; Management companies; Andrew Blatter's Superyacht publications; provisioners' catalogues; and local cruising guides.

7. "How would you rate the speed and quality of Internet aboard?"

- Good to excellent - 56%
- OK - 34%
- Poor to non-existent - 10%



8. "What services do you normally use in Fort Lauderdale?"

No particular thing jumped out. Many boats are based locally, with 63% of respondents saying "Everything", i.e. berthing, fuel, provisioning. Entertainment, laundry and florists were also mentioned.

9. Where are you going next?

- Bahamas - 26%
- Fort Lauderdale / local Florida coast- 22%
- For sale - 16%
- Caribbean - 14%
- Not sure - 14%
- Miami / W Coast USA / Hawaii - 4%
- Shipyard - 4%

