

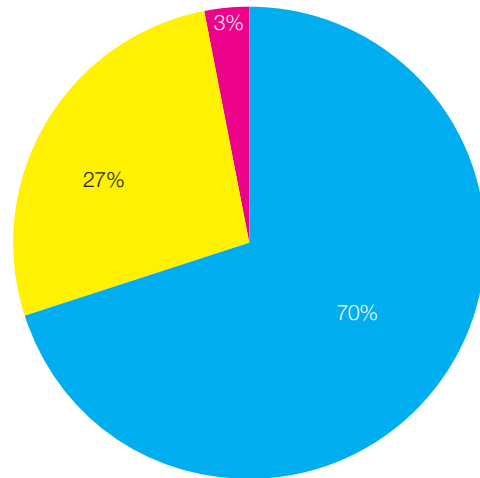
FLIBS MARKETING SURVEY REPORT 2013

This survey was completed at the Fort Lauderdale International Boat Show 2013.

Yachting Pages Media Group spoke to 100 captains and senior crew.

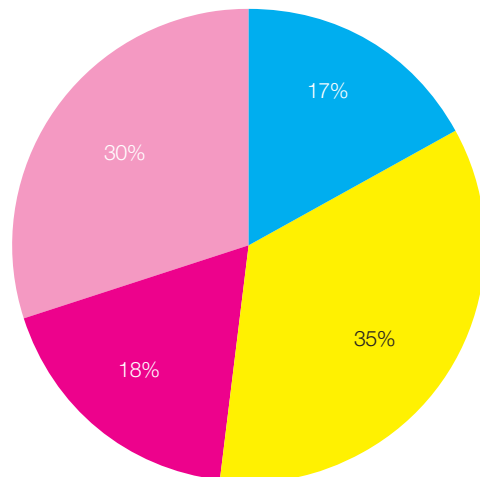
1. Do you have Yachting Pages on board/in your office?

- 70% said yes
- 27% said no
- 3% said maybe



2. How often do you use Yachting Pages?

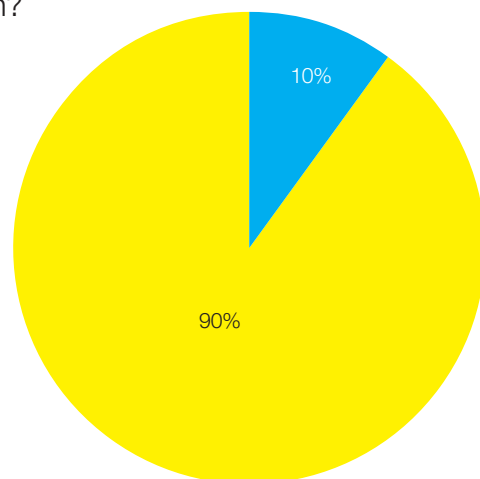
- 17% said once a week
- 35% said once a month
- 18% said once a year
- 30% didn't use it



70%
use Yachting Pages on a regular basis (daily, weekly or monthly)

3. What type of device do you view Yachtingpages.com on?

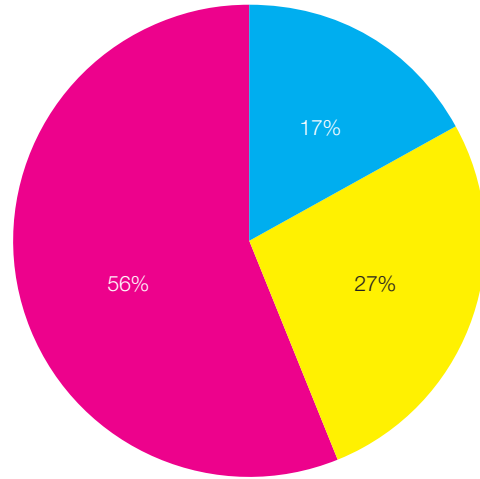
- 10% use just a computer
- 90% use a mobile device (including mobile phone, tablet, iPad etc.)



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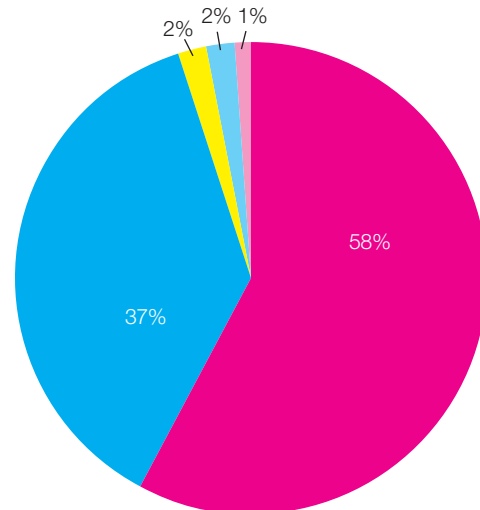
4. What is Internet access like on board?

- 17% said poor
- 27% said fair
- 56% said excellent



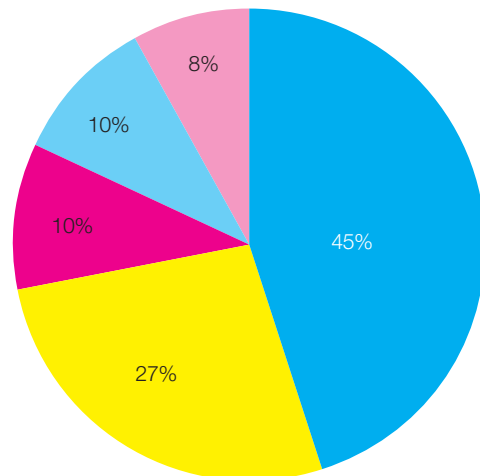
5. In addition to Yachting Pages, what other methods/publications do you also use to find suppliers/services?

- 58% said word of mouth/existing contacts
- 37% said search engine
- 2% said Dockwalk
- 2% said management company or agent
- 1% said marinas



6. Who makes the refit decisions for your yacht?

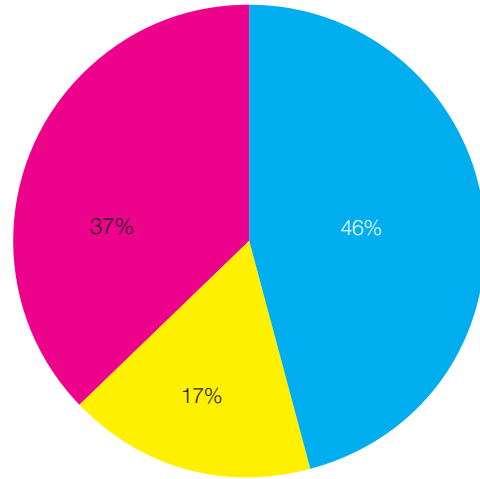
- 45% said captains
- 27% said owners
- 10% said engineers
- 10% said unknown
- 8% said management companies



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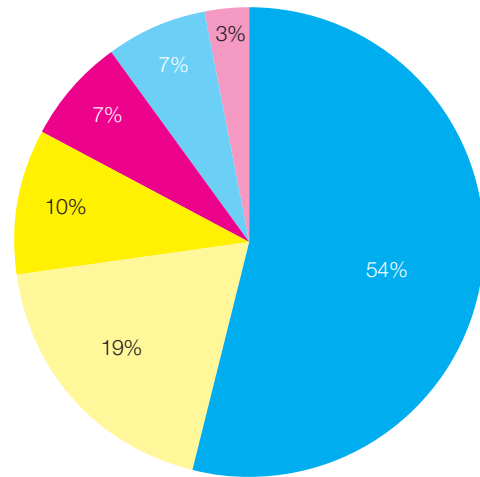
7. Would you use the Yachting Pages Refit Guide in order to choose your refit yard?

- 46% said yes
- 17% said no
- 37% said not sure



8. What social media are you engaged with?

- 54% said Facebook
- 19% said none
- 10% said Instagram
- 7% said Twitter
- 7% said LinkedIn
- 3% said other



9. What do you enjoy doing in your spare time?

- 33% said watersports
- 21% said socialising
- 19% said sports
- 13% said other
- 10% said sleeping
- 4% said don't get any spare time

