

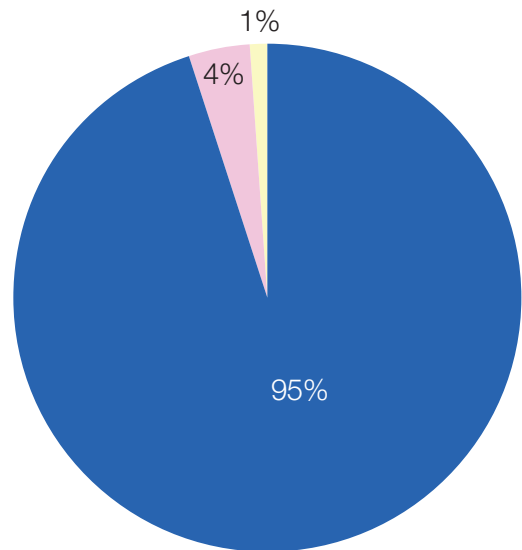
# YACHTING PAGES 2012 SUPERYACHT SURVEY

This survey was carried out with 470 superyachts between  
 9th April – 13th April 2012 and 11th September – 22nd September 2012.

The vast majority of interviewees were captains, with over 75% of all crew interviewed  
 holding senior positions with buying power.

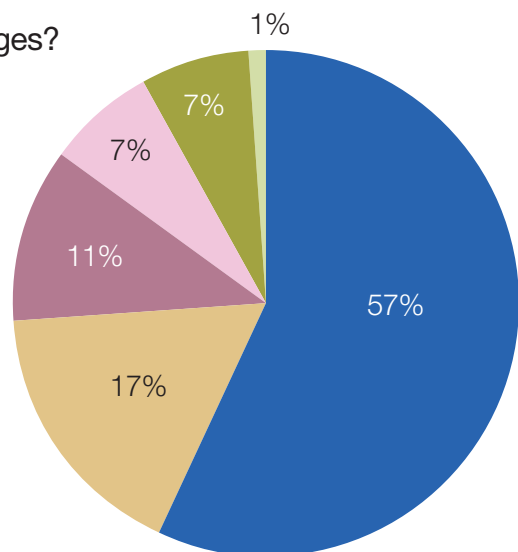
## 1. Do you have Yachting Pages on board?

- Yes - 95%
- No - 4%
- Maybe - 1%



## 2. Where did you get your copies of Yachting Pages?

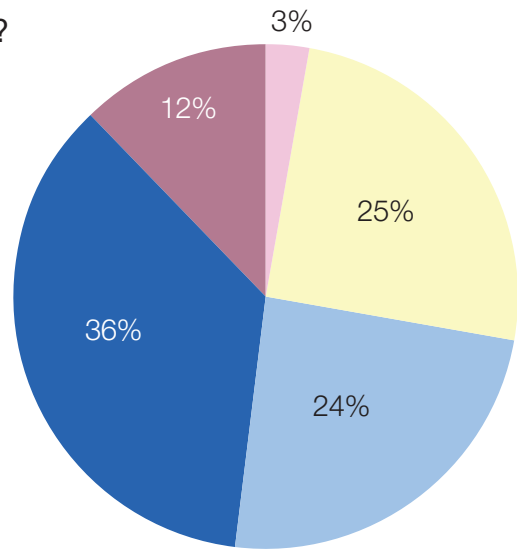
- Hand Delivered - 57%
- Picked up from distribution point - 17%
- Can't Remember - 11%
- Boat Show - 7%
- Capitanerie - 7%
- Yacht Agent - 1%



57% of superyachts had their copy of Yachting Pages hand delivered directly to them.

### 3. How often does the crew use Yachting Pages?

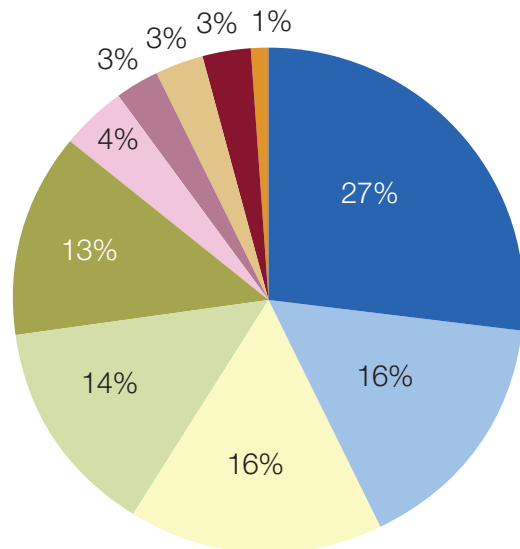
- Daily - 3%
- Weekly - 25%
- Fortnightly - 24%
- Monthly - 36%
- Less frequently - 12%



88% of captains and crew interviewed use Yachting Pages regularly.

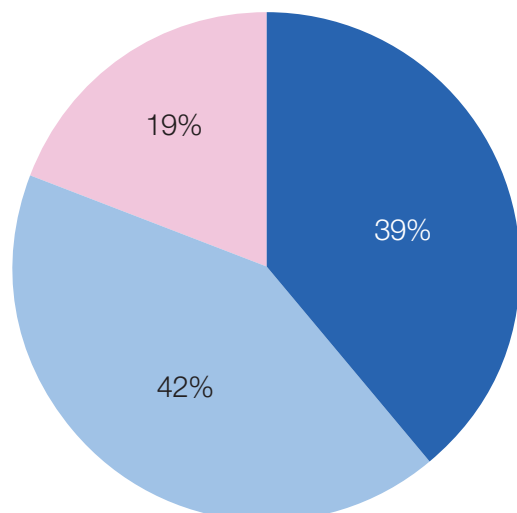
### 4. In addition to Yachting Pages what other methods/publication do you also use to find suppliers and services?

- Existing contacts - 27%
- Google - 16%
- No other methods used - 16%
- Word of mouth - 14%
- Internet - 13%
- Other - 4%
- Superyacht Services Guide - 3%
- Bloc Marine - 3%
- Management company or agent - 3%
- French Yellow Pages - 1%



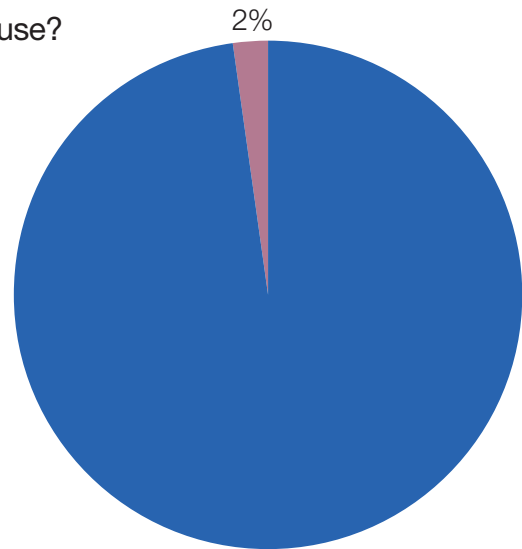
### 5. Do you use Yachting Pages to find the contact details for...

- Companies you already know - 39%
- New/alternative businesses - 42%
- Recommended companies - 19%



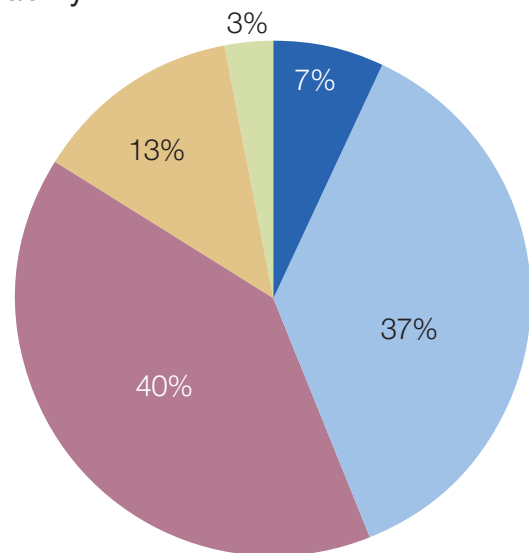
6. Do you find the Yachting Pages book easy to use?

- Yes - 98%
- No - 2%



7. How would you rate the speed, quality & availability of internet access on board your yacht?

- Excellent - 7%
- Good - 37%
- Ok - 40%
- Poor - 13%
- No Internet Access - 3%



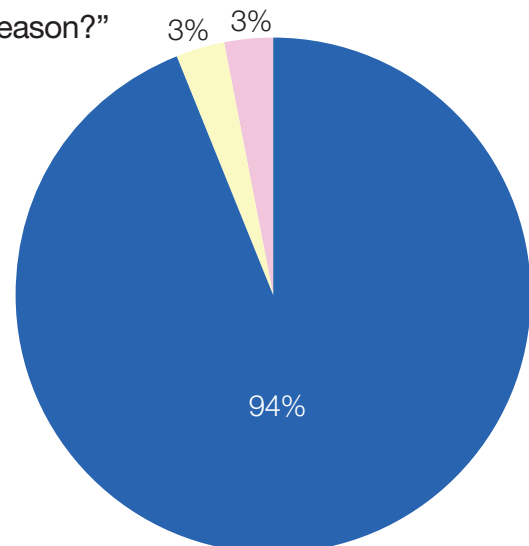
44% of superyachts have either excellent or good internet access on board.

40% of boats have ok internet access on board.

16% of superyachts have no or poor internet access on board.

8. In April 2012 we posed the question "Will you use the Yachting Pages website this season?"

- Yes - 94%
- No - 3%
- Maybe - 3%

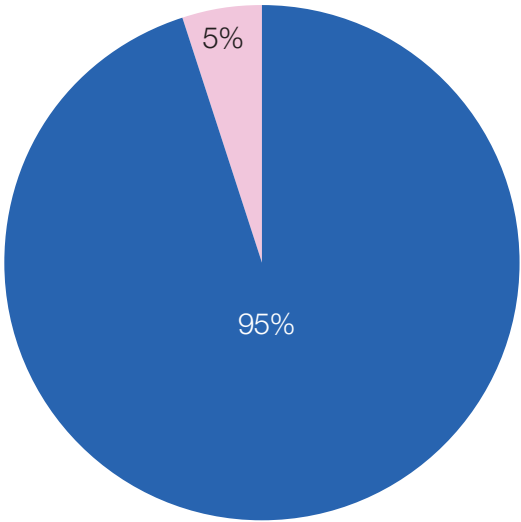


94% of captains and crew interviewed said they will use YachtingPages.com this season.

3% said they might use YachtingPages.com this season.

9. In September 2012 we posed the questions “Was the Yachting Pages website easy to use?”

- Yes - 95%
- No - 5%

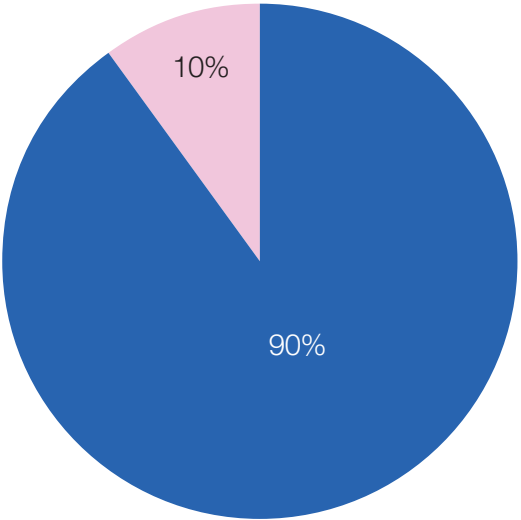


95% of the captains and crew interviewed who used YachtingPages.com said they found the website easy to use.

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10. Did you find the reviews on the Yachting Pages website useful?

- Yes - 90%
- No - 10%



90% of captains and crew interviewed who used YachtingPages.com found the reviews helpful to them.