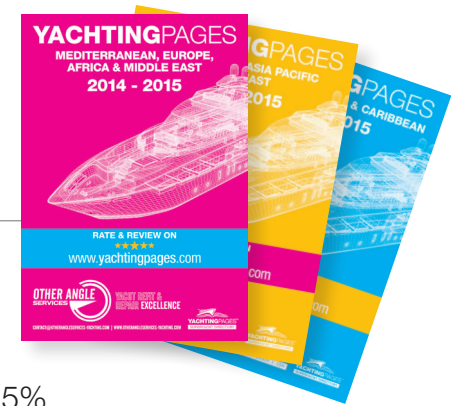


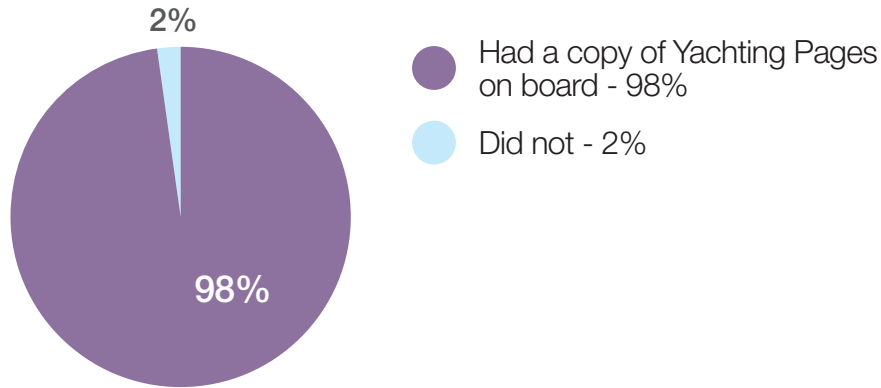
YACHTING PAGES

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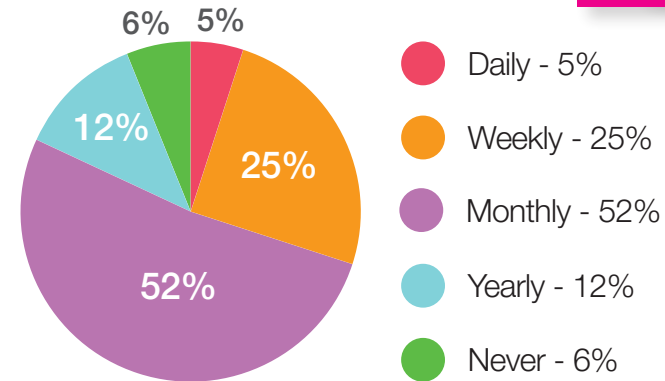
This survey was carried out from the 8th – 28th September 2014 with 400 captains and senior crew interviewed.



1 Do you have a copy of Yachting Pages on board?

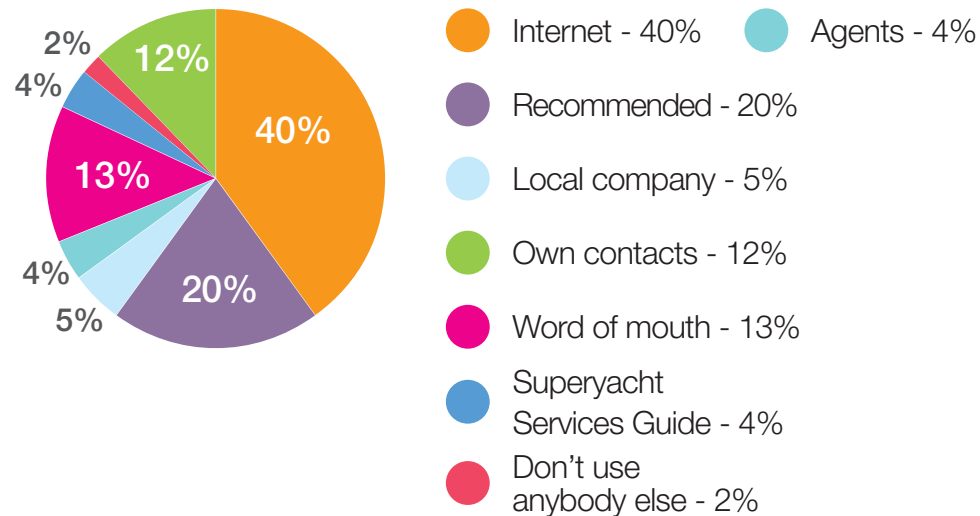


2 How often do you use Yachting Pages?

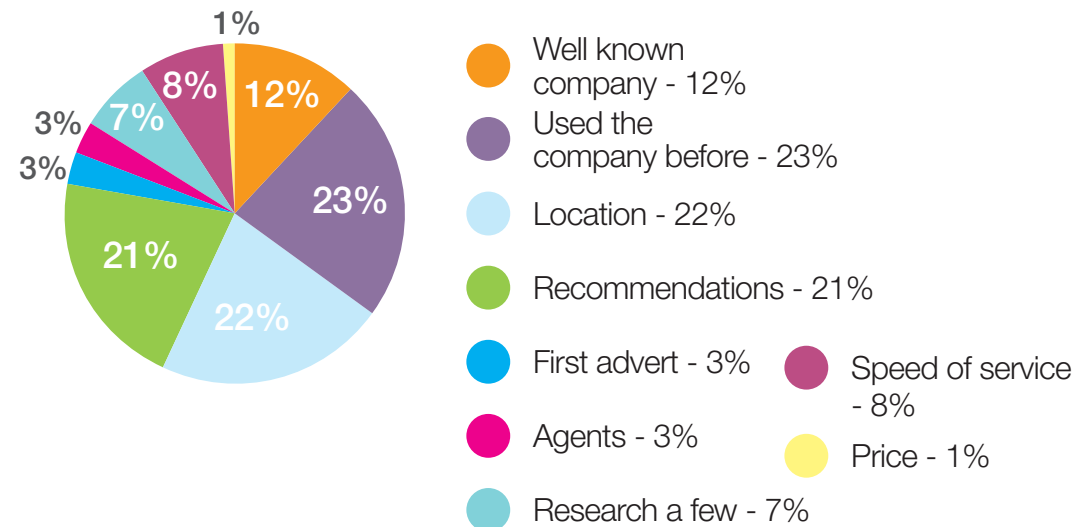


82%
of captains and crews surveyed use Yachting Pages regularly in season (either daily, weekly or monthly)

3 Besides Yachting Pages, what other methods do you use to find suppliers/services?



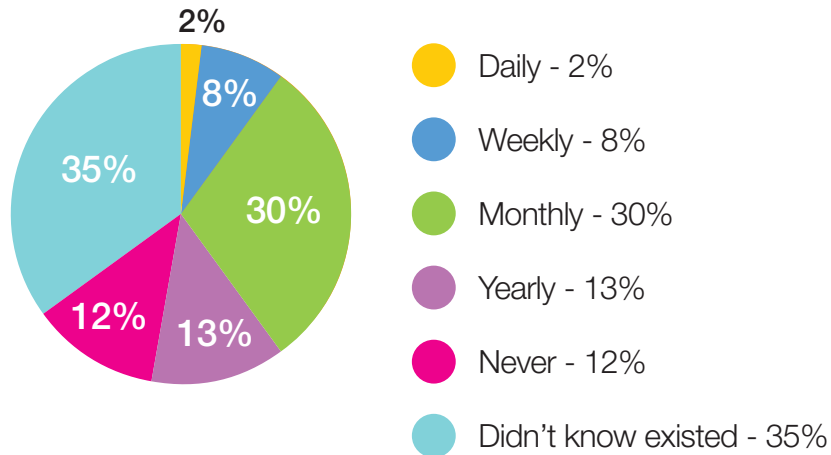
4 How do you choose which company to call in Yachting Pages?



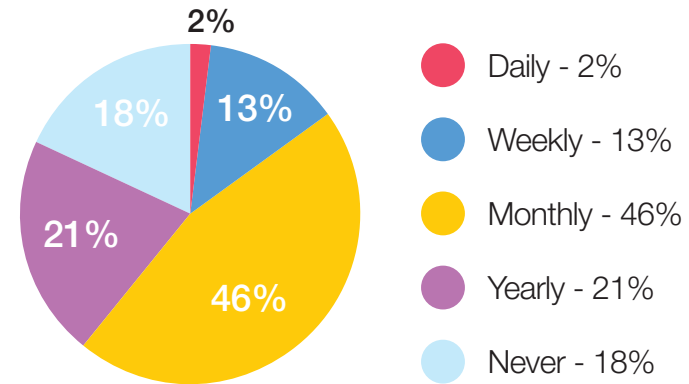
YACHTING PAGES

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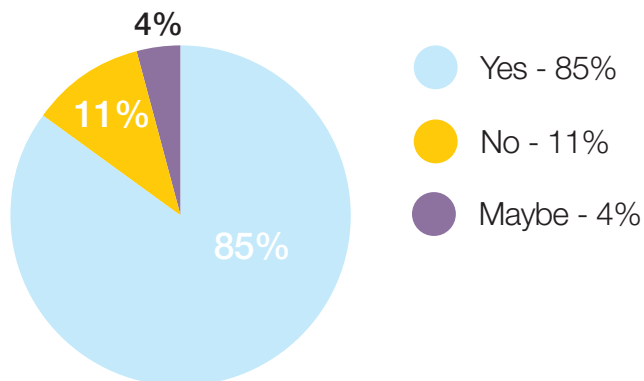
5 How often do you use Yachtingpages.com?



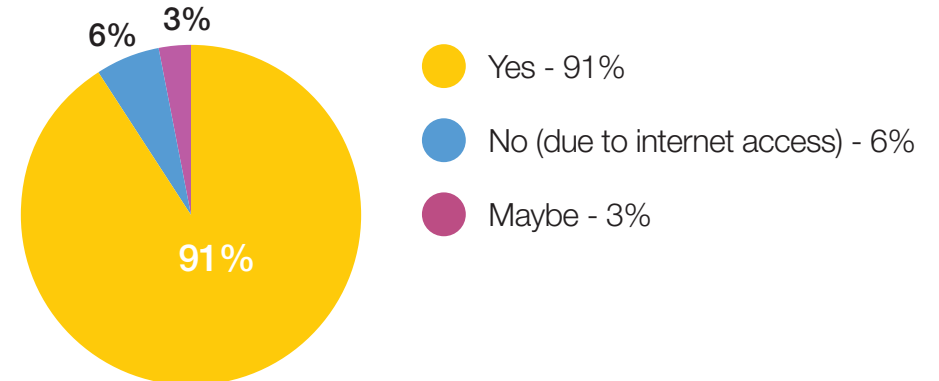
5 b Those that have heard of Yachtingpages.com use it:



6 Do you or would you find reviews on Yachtingpages.com helpful?



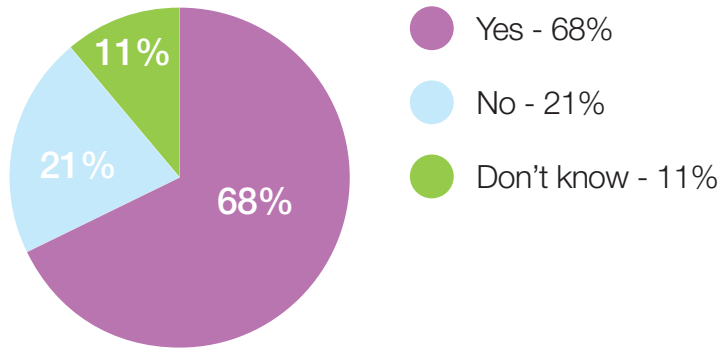
7 Do you think you will use Yachtingpages.com in the next 12 months?



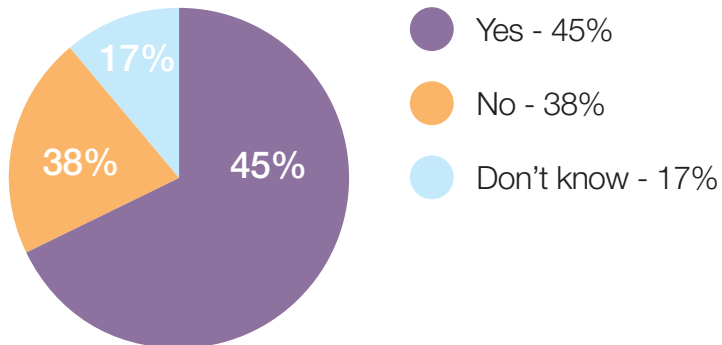
YACHTING PAGES

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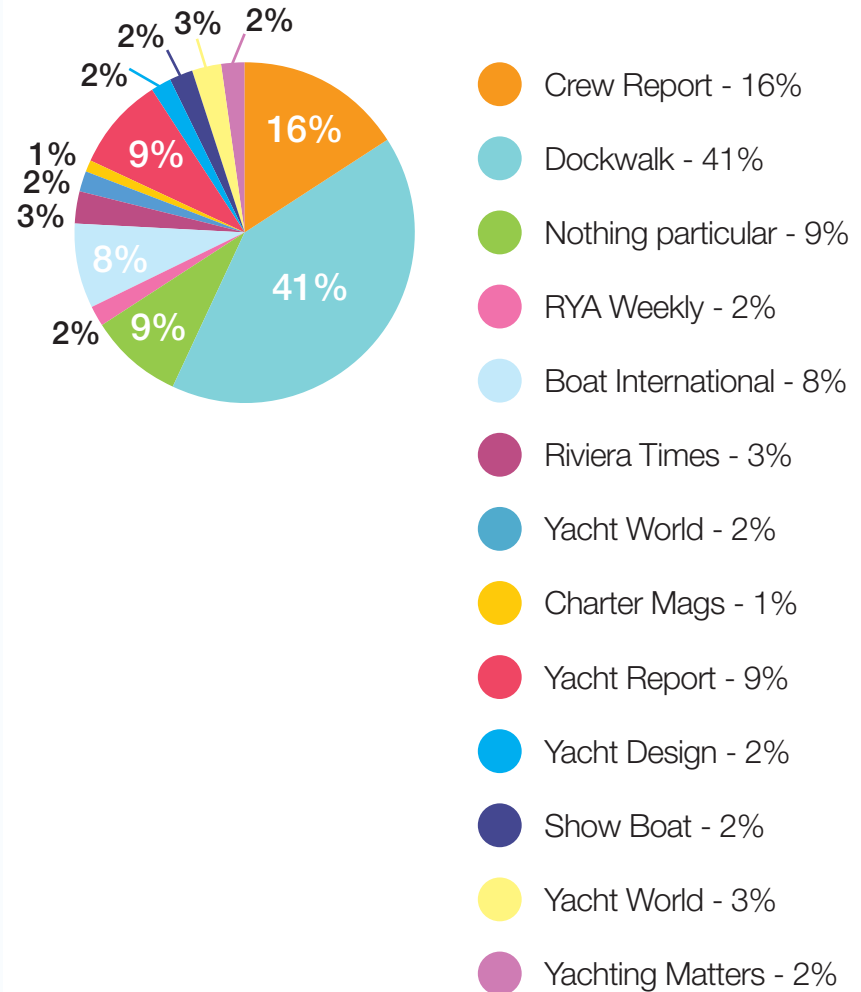
8 Do you have SYOG on board?



9 Has your Captain or owner got a copy of Yachting Pages Refit on board?



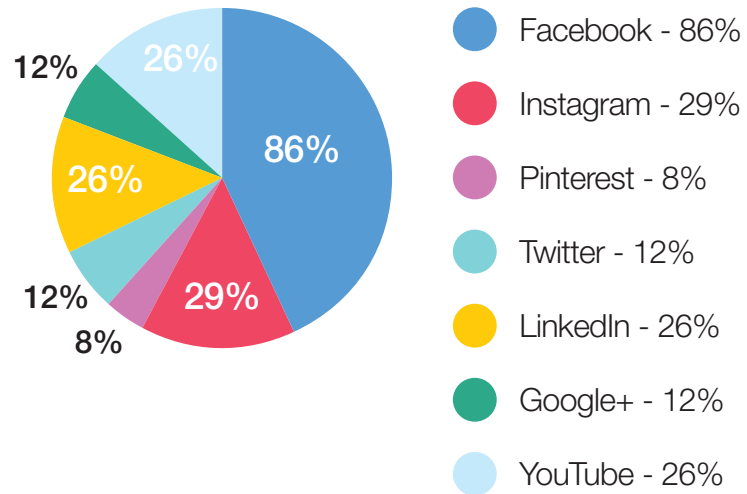
10 What publications/magazines do you enjoy reading?



YACHTING PAGES

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11 What social media are you engaged with?



12 What radio station do you listen to?

