

Ocean Racing Survey Highlights

Have you participated or belonged to the following?

	# of Respondents	Several Times	Sometimes	Not at All
Inshore Sailing	1461	93.98%	4.04%	1.98%
Offshore Sailing	1432	57.12%	27.79%	15.08%
Attended a Sailing Event	1446	84.37%	12.17%	3.46%
Sailed Your Own Boat	1453	82.59%	6.26%	11.15%
Attended a sailing Presentation or speaker series	1432	53.77%	31.42%	14.80%
Sailing Club or Group	1445	77.85%	14.33%	7.82%
Crewed on other Boats	1458	84.64%	11.80%	3.57%
Sailed Solo	1434	54.88%	26.29%	18.83%
Member of a Yacht Club	1440	62.57%	11.88%	25.56%
Visited a Boat Show	1457	72.34%	21.89%	5.77%

Of the following events, answer if you follow them:

	# of Respondents	Very Much	Somewhat	Not at All
Around Alone (5 Oceans)	1441	37.2%	50.66%	12.14%
Vendee Globe	1447	53.35%	37.04%	9.61%
Olympic Sailing	1430	26.29%	54.20%	19.51%
Paralympic Sailing	1407	2.84%	34.47%	62.69%
College Sailing	1410	8.37%	28.44%	63.19%
Americas Cup	1453	62.42%	33.24%	4.34%
Newport Bermuda Race	1420	22.39%	41.69%	35.92%
Volvo Ocean Race	1451	72.23%	22.67%	5.1%
Route du Rhum	1434	30.26%	46.23%	23.50%
Key West Race Week	1427	26.21%	40.93%	32.87%
Transat	1416	20.55%	42.80%	36.65%
Transpac	1435	32.75%	40.63%	26.62%
Mini Transat	1414	20.51%	42.93%	36.56%
Fastnet	1424	20.51%	45.22%	34.27%
Match Racing	1412	14.45%	48.09%	37.46%

How often do you attend NASCAR Events?

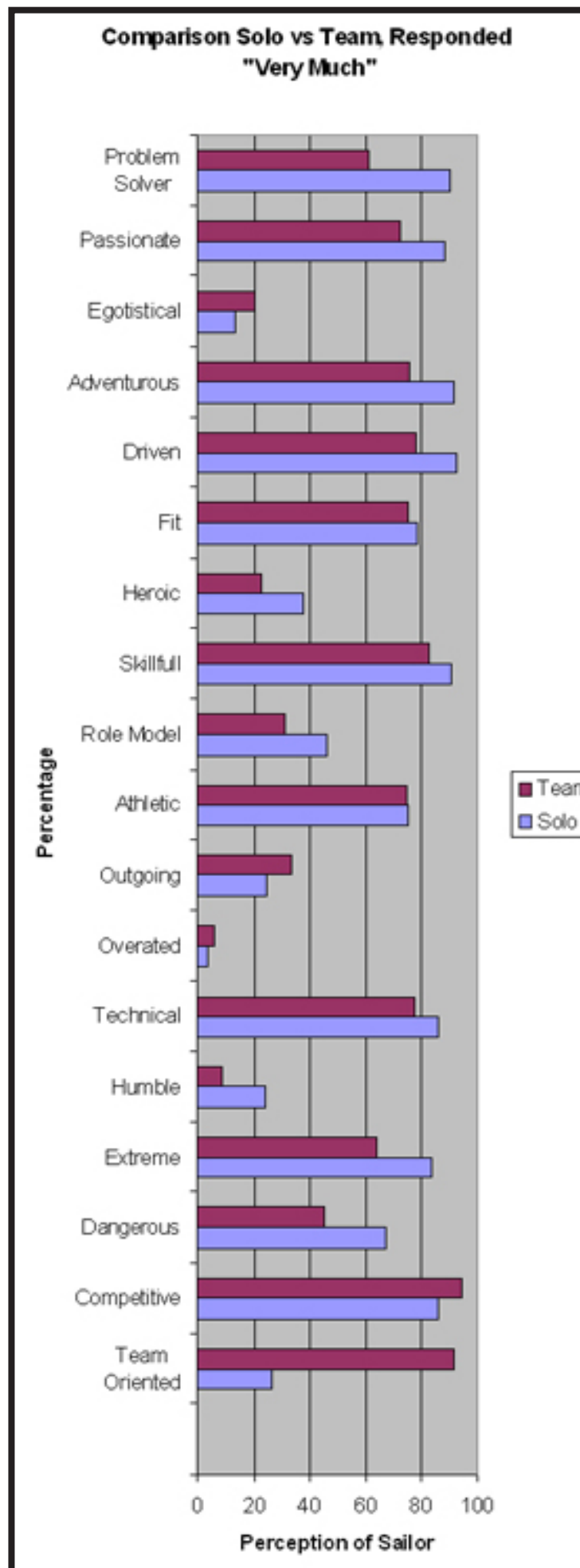
# of Respondents	Once or more a week	A few times a month	A Few Times A Year	Never
1457	1= 0.07%	3=0.21%	69= 4.74%	1384=94.99%

“Given the choice of two products with a similar price” how likely are you to buy the product or service of a sponsor of sailing over one that isn’t a sponsor of sailing?

# of Respondents	ALMOST ALWAYS	FREQUENTLY	SOMETIMES	NEVER
1451	600= 41.35%	529= 36.46%	287=19.78%	35=2.41%

Keep Up the Good Work Supporting the Sponsors of Our Sport :)

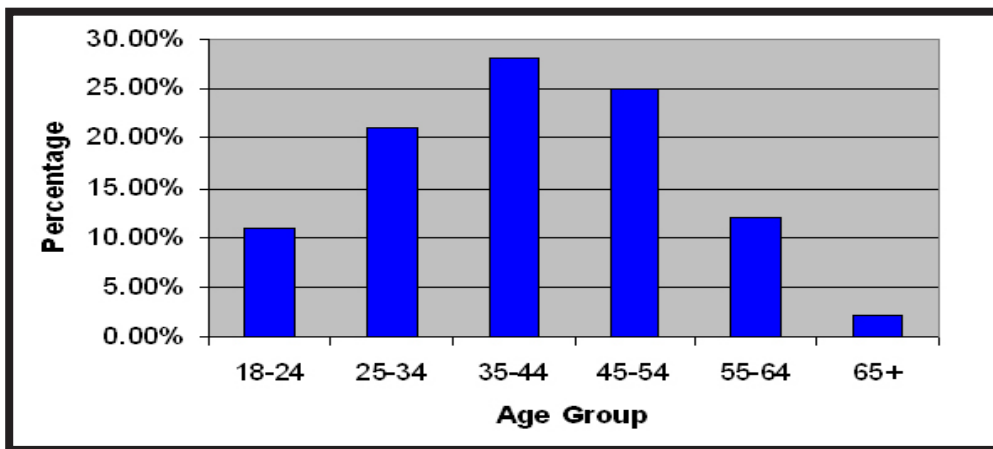
How do you perceive the sailors in "Team" versus "Solo" races?



Key Survey Demographics

Age of Respondents

Total Respondents 1457



Gender

Male 93.72%
Female 6.28%

Total Respondents 1450

Country of Citizenship

Total Respondents 1414

Australia	46	3.25%
Canada	148	10.47%
France	18	1.27%
Germany	13	0.92%
New Zealand	17	1.20%
Spain	8	0.57%
Switzerland	10	0.71%
United Kingdom	68	4.81%
Other	72	5.09%
USA	1014	71.71%

Education

Total Respondents 1457

High School or less	65	4.46%
Some College	334	22.92%
College Graduate	670	45.98%
Post Graduate Degree	388	26.63%

For further information regarding the Ocean Racing survey contact:

Sailing 360o Sponsorships
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Survey Respondents with Children

Total Respondents 1455

None	701	48.18%
1 Child	222	15.26%
2 Children	359	24.67%
3+ Children	173	11.89%

