

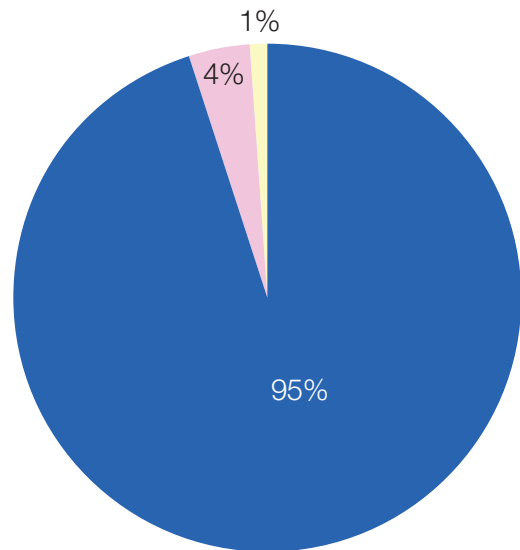
# YACHTING PAGES 2012 SUPERYACHT SURVEY

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.

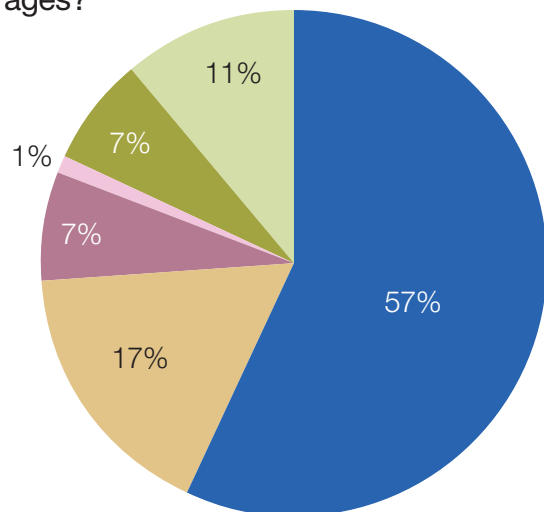
## 1. Do you have Yachting Pages onboard?

- Yes
- No
- Maybe



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

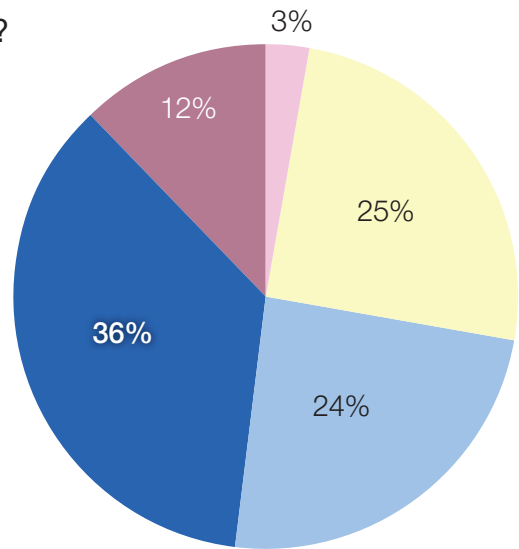
- Hand Delivered
- Picked up from distribution point
- Boat Show
- Yacht Agent
- Capitanerie
- Can't Remember



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

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

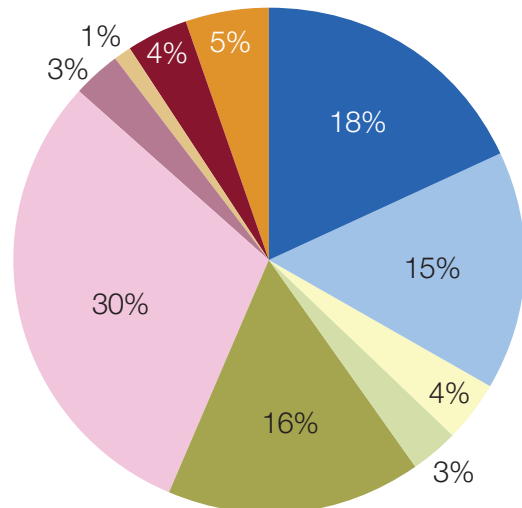
- Daily
- Weekly
- Fortnightly
- Monthly
- Less Frequently



88% of Captains and Crew interviewed use Yachting Pages regularly.

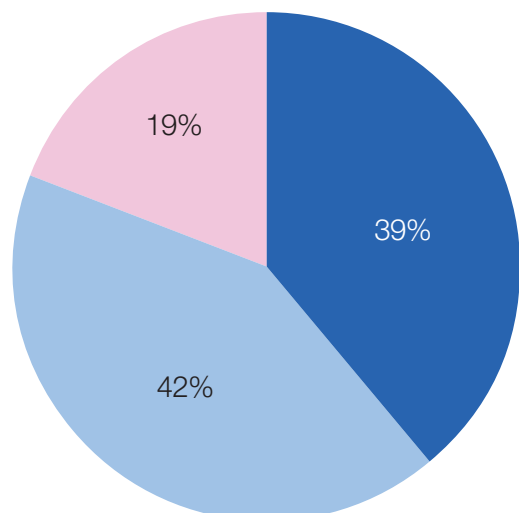
**4. In addition to Yachting Pages what other methods/publication do you also use to find suppliers and services?**

- Google
- Internet
- Superyacht Services Guide
- Bloc Marine
- Word of Mouth
- Existing Contacts
- Management Company or Agent
- French Yellow Pages
- Other
- No Other Methods Used



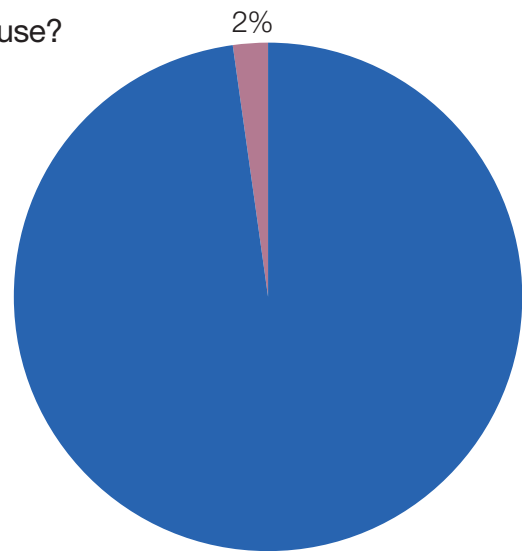
**5. Do you use Yachting Pages to find the contact details for companies...**

- You Already Know
- New/Alternative Businesses
- Recommended Companies



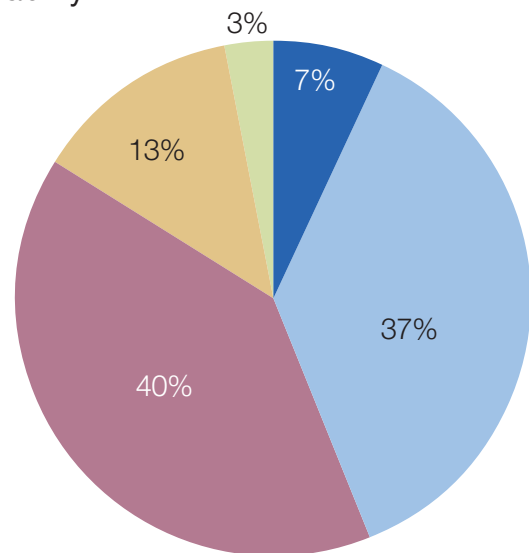
6. Do you find the Yachting Pages book easy to use?

- Yes
- No



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

- Excellent
- Good
- Ok
- Poor
- No Internet Access



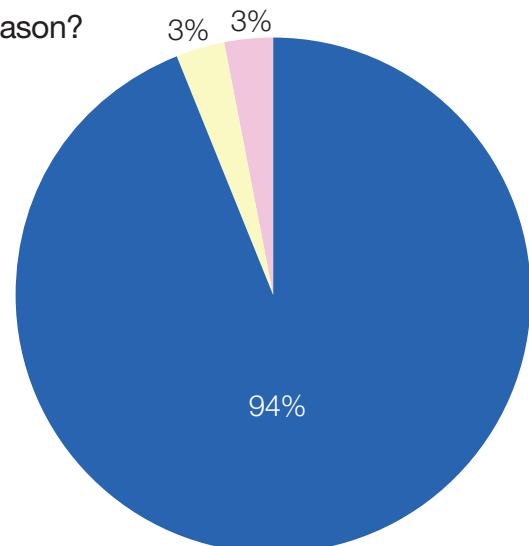
44% of superyachts have either excellent or good internet access on board.

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
- No
- Maybe

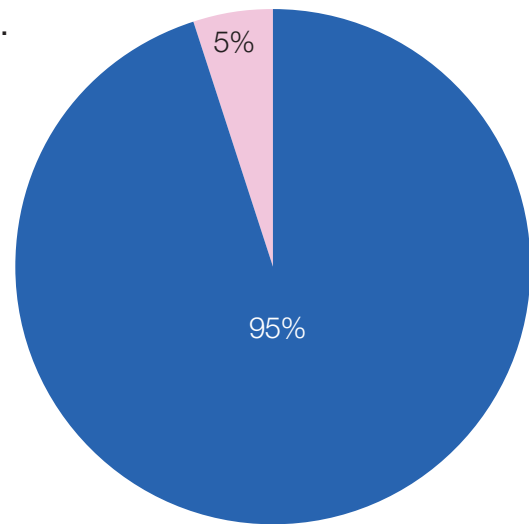


94% of captains and crew interviewed said they will use YachtingPages.com this season.

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?

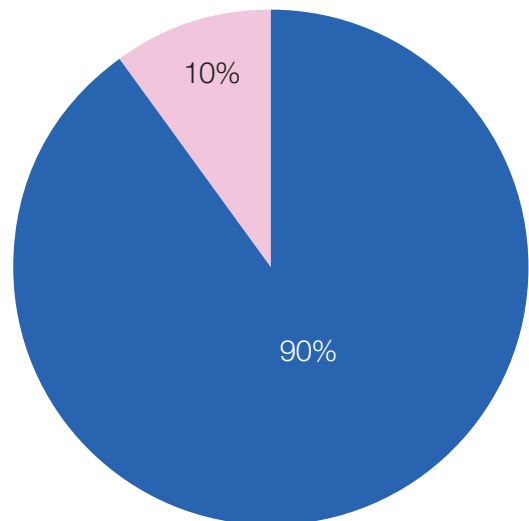
- Yes
- No



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

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

- Yes
- No



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