

Waterway Guide Buyers/Users:

7 TIMES

More likely to have incomes of \$100,000 to \$250,000

24 TIMES

More likely to have incomes exceeding \$250,000



90%

9 out of 10 boat with a spouse or a partner



46%

Almost half used *Waterway Guide* on their boat within the last month



45%

Almost half used *Waterway Guide* off their boat within the last month



80%

Reference their guide everyday they are on their boat



70%

Read our newsletter every week



40%

Own boats that range from 41 - 60 feet



54%

Own boats that range from 21 - 40 feet



60%

Own more than one boat



47%

Almost half say they will purchase a boat in the future



26%

Plan to make a boat purchase within the next 2 years



76%

Engage in overnight and weekend cruising



57%

Engage in extended cruising



72%

Pass along their waterway guide to family or friends

36 NIGHTS

The average reader spends per year in a marina

\$11,300

Average spent on boating services and equipment annually

9 TIMES

more likely than other boaters to own a vacation home or investment property

71 DAYS

The average reader spends per year boating

Since 1947, boaters have trusted *Waterway Guide* to assist in making their traveling decisions. *Waterway Guide* is the boater's choice for information on navigation, marinas, anchorages and attractions along the way.