



AMERICAN POWER BOAT ASSOCIATION

MEMBERSHIP DEMOGRAPHICS

AGE:

- 3% Under 18
6% 18-24
19% 25-34
31% 35-44
26% 45-54
12% 55-64
3% 65 and older

SEX:

- 95% Male
5% Female

EDUCATION:

- 3% Some high school
25% High school graduate
38% Some college
22% College graduate
12% Advanced college

MARITAL STATUS:

- 63% Married
37% Single

FAMILY SIZE:

- 44% 1 or 2 members
40% 2 or 3 members
15% 5 or 6 members
1% 7 or more members

OCCUPATION:

- 50% Professional/Managerial
8% Sales
1% Clerical
21% Skilled Labor
20% Other

HOUSEHOLD INCOME:

- 3% Under \$15,000
8% \$15,000 - \$24,999
12% \$25,000 - \$34,999
18% \$35,000 - \$49,999
18% \$50,000 - \$64,999
11% \$65,000 - \$74,999
13% \$75,000 - \$99,999
17% \$100,000 plus

OTHER GROUP AFFILIATIONS:

- 26% Professional
18% Auto enthusiasts
14% Religious groups
9% Charities
8% Flying enthusiasts
7% Conservation
3% Sailing enthusiasts
2% Rotary

TOP FIVE REASONS FOR APBA MEMBERSHIP:

- Love being able to go boat racing.
Value the friendships that have developed because of the sport.
A resource for event information.
Support the sport of power boat racing.
Travel opportunities.

OTHER HOBBIES / INTERESTS

- 67% Auto racing
53% Traveling
42% Football
41% Fishing
36% Skiing
31% Camping
27% Golf
25% Hunting
19% Basketball
17% Hockey
17% Photography
16% Baseball
15% Bowling
14% Gardening
13% Sailing
12% Gambling
10% Boxing
10% Tennis
4% Other

TELEVISION VIEWING:

- 35% Spend 6 or more hours watching sports on TV
35% Spend 15 or more hours watching cable TV
16% Spend 15 or more hours watching broadcast (local) TV

RADIO LISTENING:

- 32% Spend 10 or more hours listening to FM radio
9% Spend 10 or more hours listening to AM radio

READING:

- 35% Spend 5 or more hours reading books or magazines
52% Read local newspaper daily
18% Read Sunday paper only
11% Read USA Today
10% Read Wall Street Journal

TOP MAGAZINE SUBSCRIPTIONS:

- Powerboat
Hot Boat
Sports Illustrated
National Geographic
Stock Car Racing
Auto Week
TIME

OWNERSHIP OF:

- 36% One automobile
67% Two or more automobiles
70% Pickup, van or sport utility
27% Motorcycle
15% Motor home
87% Race boat
46% Pleasure boat
9% Jet ski
12% Snowmobile
50% Personal computer

MAJOR PURCHASES-PAST TWO YEARS:

- 64% New tires
53% Automotive battery
41% Marine battery
30% Major appliance
28% Video equipment
28% Stereo equipment
26% Furniture
26% Used car, truck or van
25% New automobile
25% Computer
24% New truck or van
16% Camera
7% New pleasure boat
7% Used pleasure boat
31% Other major purchase over \$500

PURCHASING METHODS:

- 45% Check
35% Cash
33% VISA
22% MasterCard
12% American Express
3% Debit card
3% Department store credit card
3% Other