



Constant Contact Survey Results

Survey Name: Profiles

Response Status: Partial & Completed

Filter: None

1/18/2012 5:02 PM EST

Do you have a boat now? How long have you had your boat?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 6 months			1	1.8 %
6 months to less than 1 year			3	5.4 %
1 year to less than 3 years			7	12.7 %
3 years to less than 5 years			11	20.0 %
5 years or more			19	34.5 %
Never owned a boat before.			5	9.0 %
Had a boat, but currently do not.			9	16.3 %
No Response(s)			0	0.0 %
Totals			55	100%

What brand boat do you own? (Or would you choose when you decide to own)

Answer	0%	100%	Number of Response(s)	Response Ratio
Jeanneau monohull			9	16.3 %
Fountaine Pajot Catamaran			13	23.6 %
Beneteau monohull			4	7.2 %
Catalina Monohull			2	3.6 %
Hunter, Monohull			2	3.6 %
Lagoon Catamaran			0	0.0 %
Leopard Catamaran			3	5.4 %
Other			21	38.1 %
No Response(s)			1	1.8 %
Totals			55	100%

What was (or is) the biggest obstacle to your decision to acquire a boat?

Answer	0%	100%	Number of Response(s)	Response Ratio
Spouse/partner objection.			4	7.2 %
Concerns about economy.			5	9.0 %
Concerns about my investments, impact on retirement funds			11	20.0 %
Needed to save for Downpayment.			1	1.8 %
Needed to sell: House, investment property, boat--to free up funds			3	5.4 %
Need to improve skills--learn to sail, experience more boats, etc.			3	5.4 %
Uncertainty about which specific boat to choose			8	14.5 %
Have reduced income because of economy--waiting to get back to normal			3	5.4 %
Other			15	27.2 %
No Response(s)			2	3.6 %
Totals			55	100%













What was the biggest influence to get you into boating?

Answer	0%	100%	Number of Response(s)	Response Ratio
Boating with friends or relatives.			14	25.4 %
Exposed to boating while on a vacation.			3	5.4 %
Periodicals or advertising.			1	1.8 %
Wondering around boat yards in a popular cruising area.			1	1.8 %
Other family member encouraged me			1	1.8 %
A book, movie or story inspired me.			1	1.8 %
Don't really know--just always had a desire.			15	27.2 %
Other			19	34.5 %
No Response(s)			0	0.0 %
Totals			55	100%















Where have you chartered... (Choose all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Northeast U.S.			7	14.2 %
Chesapeake			12	24.4 %
Florida/Keys			15	30.6 %
Bahamas			8	16.3 %
Virgin Islands			30	61.2 %
Other Caribbean areas			16	32.6 %
Great Lakes			2	4.0 %
West Coast			4	8.1 %
Gulf Coast			2	4.0 %
Mediterranean			6	12.2 %
Pacific Islands			5	10.2 %
Australia/New Zealand			1	2.0 %
Indonesia			1	2.0 %
Other			7	14.2 %
Totals			49	100%

Where have you cruised with your own boat... (Choose all that apply)









Answer	0%	100%	Number of Response(s)	Response Ratio
Northeast U.S.			20	40.0 %
Chesapeake			27	54.0 %
Florida/Keys			11	22.0 %
Bahamas			4	8.0 %
Virgin Islands			7	14.0 %
Other Caribbean areas			4	8.0 %
Great Lakes			8	16.0 %
West Coast			6	12.0 %
Gulf Coast			6	12.0 %
Mediterranean			3	6.0 %
Pacific Islands			0	0.0 %
Australia/New Zealand			1	2.0 %
Indonesia			0	0.0 %
Other			9	18.0 %
Totals			50	100%

Where do you plan to cruise with your own boat... (Choose all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Northeast U.S.			27	49.0 %
Chesapeake			34	61.8 %
Florida/Keys			28	50.9 %
Bahamas			34	61.8 %
Virgin Islands			34	61.8 %
Other Caribbean areas			33	60.0 %
Great Lakes			8	14.5 %
West Coast			6	10.9 %
Gulf Coast			16	29.0 %
Mediterranean			9	16.3 %
Pacific Islands			9	16.3 %
Australia/New Zealand			9	16.3 %
Indonesia			5	9.0 %
Other			9	16.3 %
Totals			55	100%

What's most important in a boat? (Just one most important, please)

1 = Least important, 2 = Less important, 3 = Important, 4 = very important, 5 = Most important

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Safety						54	4.4
Offshore capability						54	4.0
Ease of shorthanded sailing						52	4.0
Performance under sail						50	3.7
Handling under power						52	3.0
Entertainment -- large cockpit, galley close to cockpit						53	3.4
Aesthetics						54	3.1
Handling under power--ease of docking						54	3.2

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

TextBlock:

Retirement seems to be looked on differently today, than it was even a few years ago. Many clients have said, "I was going to retire in a year or two--now it's much further away." How do you see it?

Everyone's idea of retiring seems to have changed--how do you see retirement for you?






Answer	0%	100%	Number of Response(s)	Response Ratio
Will work till I drop.			4	7.2 %
Anticipate a normal retirement--will have investments, etc. and will not have to work.			1	1.8 %
Look forward to changing careers and doing something else full time.			1	1.8 %
Look forward to working part time as a consultant, or doing what I want to suppliment income.			19	34.5 %
Anticipate stopping work and following interests, like sailing, traveling, etc. full time.			22	40.0 %
Other			8	14.5 %
No Response(s)			0	0.0 %
Totals			55	100%

When do you anticipate retiring (whatever that means to you)?

Answer	0%	100%	Number of Response(s)	Response Ratio
Within 3 years			17	30.9 %
3-7 years			8	14.5 %
7-15 years			12	21.8 %
Over 15 years			5	9.0 %
Never			2	3.6 %
I consider myself retired now.			11	20.0 %
No Response(s)			0	0.0 %
Totals			55	100%









What part will cruising play in your life in the next 5 years?

1 = Not important, 2 = Less important, 3 = Somewhat important, 4 = Very important, 5 = Most important

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
A means to escape the pressures of daily life.						55	3.5
A way to get closer with family and friends.						54	3.5
A way to experience more adventure in my life.						55	4.1
A peaceful, tranquil activity.						55	4.0
A way to socialize and have a good time.						55	3.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

After retirement, what best describes your cruising plans?

Answer	0%	100%	Number of Response(s)	Response Ratio
Continue casual cruising.			8	14.5 %
Plan one big major trip of 1000 miles or more, and then will see.			7	12.7 %
Plan to spend considerable time cruising the U.S. Coast.			2	3.6 %
Plan to spend considerable time cruising the U.S. Coast and Caribbean.			18	32.7 %
Will use the boat as a vacation home--permanently based or moving from time to time to different cruising areas from where I reside.			13	23.6 %
Cruising will not be a major part of my plans.			0	0.0 %
Other			7	12.7 %
No Response(s)			0	0.0 %
Totals			55	100%

What other activities do you participate in?

Answer	0%	100%	Number of Response(s)	Response Ratio
Sailing/power boating			37	67.2 %
Conditioning activities: running, jogging, bicycling, 10K runs, gym, weights, etc.			26	47.2 %
Golf			14	25.4 %
Other active sports: racquet sports, hunting, fishing, motorcycling, hiking, camping, etc.			29	52.7 %
Creative activities: Photography, art, ceramics or glass creations, etc.			20	36.3 %
Traveling. Car, motorhome, motorcycle, etc.			21	38.1 %
Fan of professional sports: Motorsports, football, basketball, baseball, golf			18	32.7 %
Totals			55	100%

Have you, or are you likely to purchase a boat from BYA?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			12	21.8 %
No			8	14.5 %
Unsure			35	63.6 %
No Response(s)			0	0.0 %
Totals			55	100%

Why did you (would you) choose BYA? (Choose all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Boat as a business plan. Knowledge about tax savings converted to equity.			18	34.6 %
Reputation-40 year track record			14	26.9 %
5 star custom commissioning --more than just factory options offered--have my boat my way.			13	25.0 %
Products represented.			17	32.6 %
Product knowledge			15	28.8 %
Great pricing (Best price guarantee)			13	25.0 %
Location (Chesapeake Bay/Annapolis) I want to sail			9	17.3 %
Location (Annapolis--can compare virtually all brands, big selection, concentration of services needed)			12	23.0 %
LGC--Charter company. Can try before buying. Can see model of interest with different options and configurations--for sale or charter			9	17.3 %
Display of most models year round. Can see actual boats.			10	19.2 %
Reputaion as #1 dealer makes me comfortable with this choice.			6	11.5 %
Friendly, knowledgeable, helpful staff.			19	36.5 %
All of the above			4	7.6 %
Other			11	21.1 %
Totals			52	100%

Why did you, would you consider our Boat as a Business plan? (Pick single most important reason--
 Webinar/seminar schedule www.bayacht.com/seminar.htm)

Answer	0%	100%	Number of Response(s)	Response Ratio
Use the program to help pay the boat off early, or by retirement--own in 1/4 the time for 1/4 the cost.			12	21.8 %
Tax advantages--Like the idea of a tax break			8	14.5 %
Like the idea of \$0 cash flow while I cruise as much as I can.			5	9.0 %
Like the idea that you do all the work and maintenance, and I just enjoy the boat. I get more time to use the boat, instead of doing routine maintenance.			2	3.6 %
Like the flexibility of your plan. Set the boat up the way I like, Use it as much as I like, I can change locations, or follow the sun-as I like.			3	5.4 %
Because this program qualifies for active (not passive) tax advantages, I only need to charter 5-7 weeks to break even (not 20-28 weeks like in a charter program).			2	3.6 %
Exceptional condition, because the boat is chartered less, and the clients are better qualified--my boat is kept in exceptional condition at all times.			1	1.8 %
Because of your experience, knowledge and support, including complete information about the tax situation, I feel comfortable.			4	7.2 %
No Response(s)			18	32.7 %
Totals			55	100%

Rank the importance of the following in our Boat as a Business plan? (Only one "most important" item please)

1 = Least important, 2 = Somewhat important, 3 = Important, 4 = Very important, 5 = Most Important

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Use the program to help pay the boat off early--Own in 1/4 the time for 1/4 the cost.						36	3.6
Tax advantages						36	3.7
Achieve \$0 cash flow						33	3.5
Idea you do the work, I have the fun						34	2.8
Flexibility of my use, type boat, location of boat, etc.						34	3.4
My boat stays in exceptional condition						36	4.0

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How do we rate in comparison to other companies that offer similar services?

Answer	0%	100%	Number of Response(s)	Response Ratio
Much higher			8	14.5 %
Somewhat higher			8	14.5 %
Same			7	12.7 %
Somewhat lower			0	0.0 %
Much lower			0	0.0 %
Don't know			25	45.4 %
No Response(s)			7	12.7 %
Totals			55	100%

What is your gender?

Answer	0%	100%	Number of Response(s)	Response Ratio
Male			47	85.4 %
Female			7	12.7 %
Prefer not to answer			0	0.0 %
No Response(s)			1	1.8 %
Totals			55	100%

What is your age?

Answer	0%	100%	Number of Response(s)	Response Ratio
Younger than 18			0	0.0 %
18 - 24			0	0.0 %
25 - 34			2	3.6 %
35 - 44			4	7.2 %
45 - 54			16	29.0 %
55 - 64			23	41.8 %
65 or older			9	16.3 %
Prefer not to answer			0	0.0 %
No Response(s)			1	1.8 %
Totals			55	100%

What best describes your employment status?

Answer	0%	100%	Number of Response(s)	Response Ratio
Employed full-time			24	43.6 %
Employed part-time			2	3.6 %
Self-employed			14	25.4 %
Unemployed, looking for work			0	0.0 %
Fully retired--not actively earning extra money in any way			5	9.0 %
Partially retired--still doing consulting/part time work.			3	5.4 %
Homemaker			2	3.6 %
Military			2	3.6 %
Prefer not to answer			0	0.0 %
Other			2	3.6 %
No Response(s)			1	1.8 %
Totals			55	100%

Which of the following categories best describes your annual income?

Answer	0%	100%	Number of Response(s)	Response Ratio
\$100,000 or less			8	14.5 %
\$250,000-\$100,000			29	52.7 %
\$500,000-\$250,000			2	3.6 %
\$500,000 or more			2	3.6 %
Prefer not to answer			13	23.6 %
No Response(s)			1	1.8 %
Totals			55	100%







How may we use this information?

Answer	0%	100%	Number of Response(s)	Response Ratio
Anonomously--only combined in overall, anonomous survey results.			38	69.0 %
In overall results and also "Profiles in Courage"-- individual looks at courageous people. (Income information will be deleted)			15	27.2 %
No Response(s)			2	3.6 %
Totals			55	100%

Please enter the information indicated below. This will not be shown anywhere, but will be used for prize giving and for Eric to contact you if you choose to participate in and if your "Profile in courage" is selected for our newsletter.

Answers	Number of Response(s)
First Name	46
Last Name	46
Email Address	45
State/Province (US/Canada)	47

What is your view of the world going forward?

Answer	0%	100%	Number of Response(s)	Response Ratio
I'm an optimist, this too will pass-it will get better--I will continue to do my own thing.			25	45.4 %
I'm a pessimist. Might as well escape on a boat.			0	0.0 %
I will do my best to influence people and make things better--I'm an activist.			7	12.7 %
It all doesn't matter. I will simply take it as it comes and do the best I can for myself and family.			13	23.6 %
The state of economy and world has me stopped for now. I will wait and see. I think it will probably get worse.			2	3.6 %
Other			4	7.2 %
No Response(s)			4	7.2 %
Totals			55	100%

Describe your ideal trip--whether by boat or otherwise...

36 Response(s)