



## **SURVEY SHOWS BENEFITS OF BOATING EXTEND BEYOND THE WATER** *Research Finds Boaters and Their Families are Healthier, More Confident*

**CHICAGO (2008)** – An estimated 59 million Americans are expected to go boating in 2009<sup>1</sup> to enjoy the peace and relaxation that comes from time spent on the water aboard a boat. Beyond spending quality time with family and friends there are many unexpected benefits to owning a boat.

A survey conducted by Discover Boating and Russell Research in 2007 found boaters expressed a greater degree of satisfaction in several key areas of life than their non-boating counterparts. Boaters rated better in physical fitness and overall health, leadership abilities, the performance of their children in school, even their love lives.

“Spending time with your family and friends aboard a boat is one of life’s most pleasurable pursuits and now there’s data that indicates boating’s benefits stay with you long after the experience is over,” said Pepper Schwartz, PhD, sociologist and relationship expert. “Anyone looking for a new way to enrich their time together with family and friends will find boating is an outstanding choice.”

The survey, which polled more than 1,000 boaters and non-boaters, found the perks of boating extend well beyond the docks. Boaters expressed greater satisfaction with their physical fitness and overall health, as well as the physical fitness and health of their children. Given the number of outdoor activities boaters enjoy once they set sail, such as fishing, scuba diving and wakeboarding, it’s no wonder they’re more pleased with their active lifestyles than those who remain land-locked.

Taking the helm and assuming the role of captain may also foster leadership qualities that stay with a boater. Boaters said they were more satisfied with their leadership abilities at work and among their friends than non-boaters, skills that can be developed charting a course on the high seas.

If you think owning a boat will make a positive difference in your life and would like to put the survey’s result to the test there’s good news. Owning a boat has never been easier and there are a variety of resources to help you get started.

A visit to [DiscoverBoating.com](http://DiscoverBoating.com) is a great place to start. You’ll find boat buying tips, including a boat selector to match you with the type of boat that’s the best fit for your interests, location and budget. You can also find a list of popular boating destinations, a calendar of boat shows across the country, and exciting ways to use your boat to bring together your friends and family – all at [DiscoverBoating.com](http://DiscoverBoating.com).

For further boating information, contact Discover Boating’s Kelly Kaylor at [kkaylor@nmma.org](mailto:kkaylor@nmma.org).

### **About Discover Boating**

Discover Boating is a national awareness campaign developed by the recreational boating industry and managed by the National Marine Manufacturers Association (NMMA.) Discover Boating programs focus on improving the boating experience and building interest in recreational boating by demonstrating the benefits, affordability and accessibility of the boating lifestyle, while helping potential boaters experience why life is better with a boat. Each year approximately 59 million adults in the U.S. enjoy boating. To find out more, visit [www.DiscoverBoating.com](http://www.DiscoverBoating.com).

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<sup>1</sup> National Marine Manufacturers Association