

NOOD REGATTA SAILOR

The NOOD Regattas attract America's best sailors, providing on-site sponsor exposure to more than 27,000 including competitors, guests, yacht club members and spectators. Participants are upscale and educated. Many are corporate leaders running large and medium sized companies, and there is a strong representation of business, legal and medical professionals. A significant percentage of racers enter multiple NOOD Regattas over the course of a season, exemplifying their commitment to their sport and our events.



DEMOGRAPHICS

Average Years Sailing	24.6 Years
Average Boats Owned	3.2
% of Boat Owners Who Own Auxiliary Sailboats	63% or 19,638
Plan to Charter in Next 2 Years	47% or 21,819
Gender	93% Male 7% Female
Married	82%
College Educated	96%

Average Age	54
Average HHI	\$282,000
Median HHI	\$150,000
Average HH Net Worth	\$2,006,000
Median HH Net Worth	\$986,000
Professional/ Managerial	78%
Any "C" Suite Position	40%

Source: 2008 Sailing World Sub Study