

**MARKET LINK PUBLISHING**



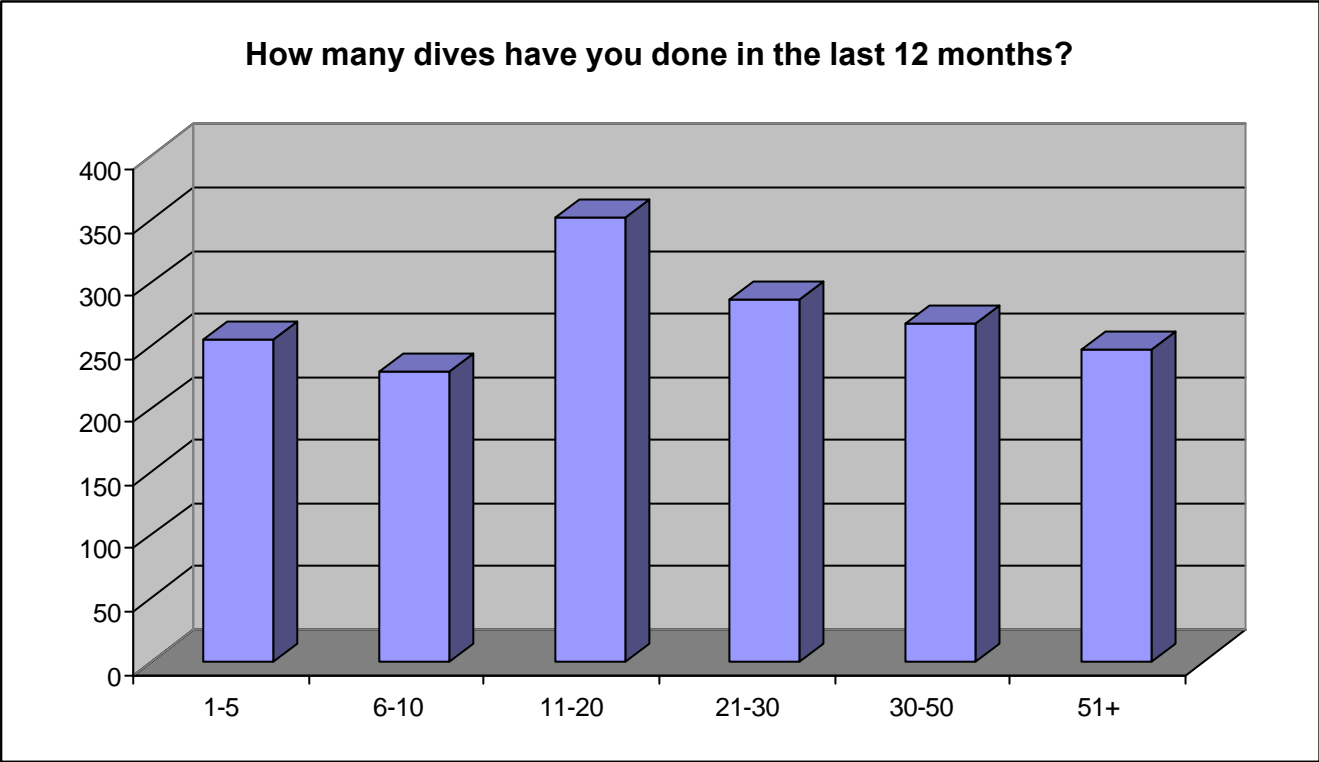
**PADI®**

**sport**  
**DIVER**

**UK READERS SURVEY 2001**

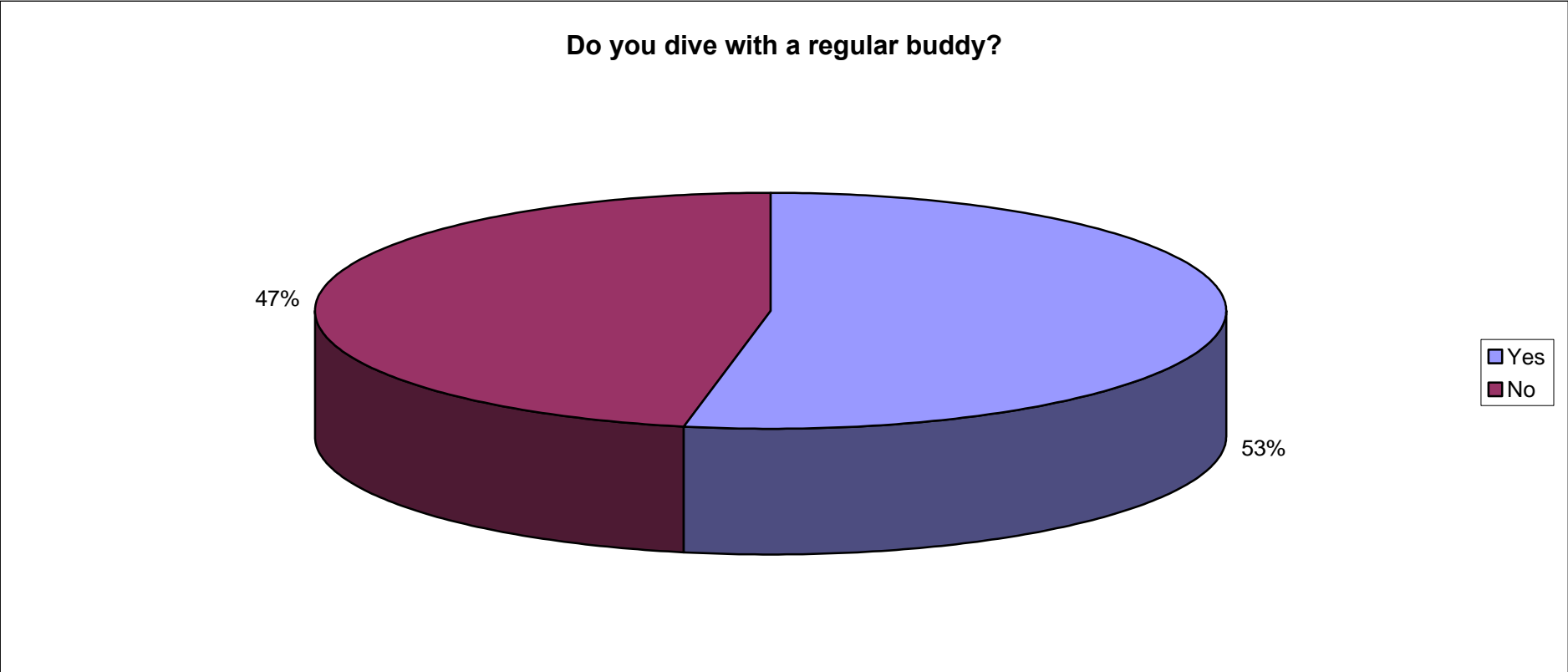
# How many dives have you done in the last 12 months?

Answer	Count	%
1-5	254	15.53
6-10	229	14.00
11-20	352	21.52
21-30	286	17.48
30-50	268	16.38
51+	247	15.10
<b>Total</b>	<b>1636</b>	<b>100</b>



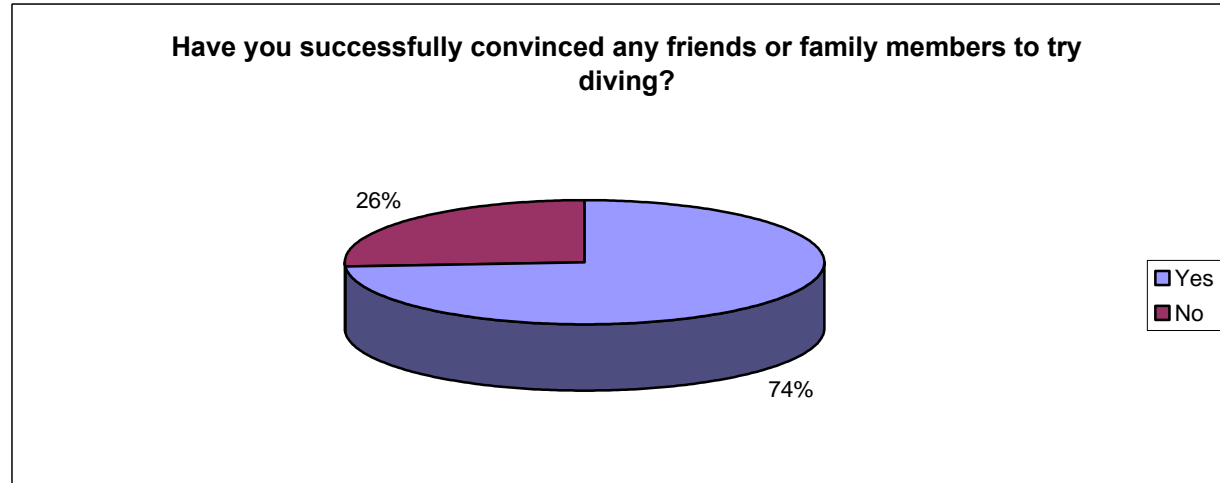
# Do you dive with a regular buddy?

Answer	Count	%
Yes	872	53.07
No	771	46.93
<b>Total</b>	<b>1643</b>	<b>100</b>



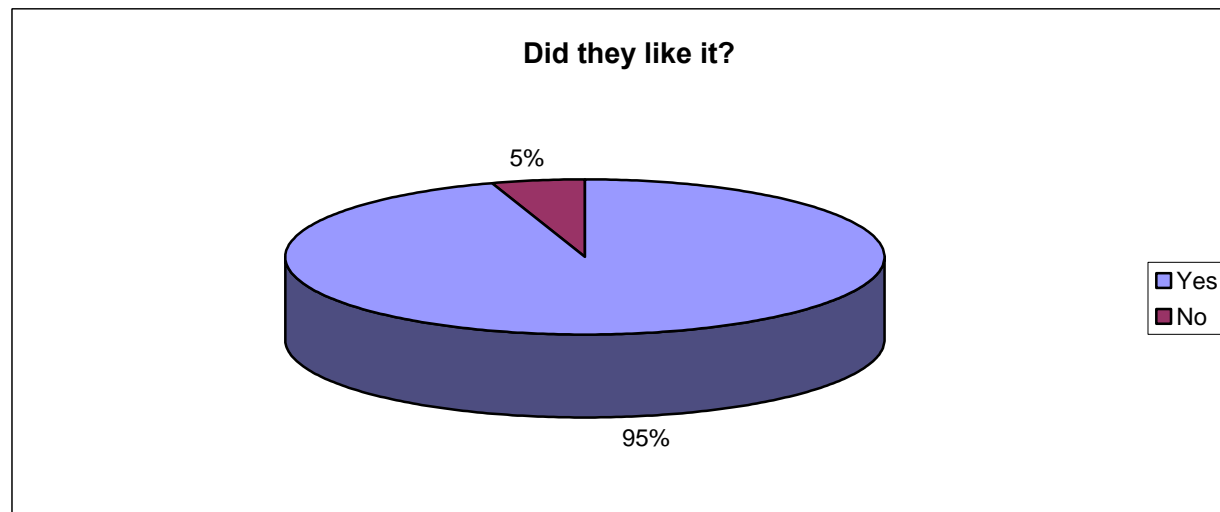
## Have you successfully convinced any friends or family members to try diving?

Answer	Count	%
Yes	1207	73.91
No	426	26.09
<b>Total</b>	<b>1633</b>	<b>100.00</b>



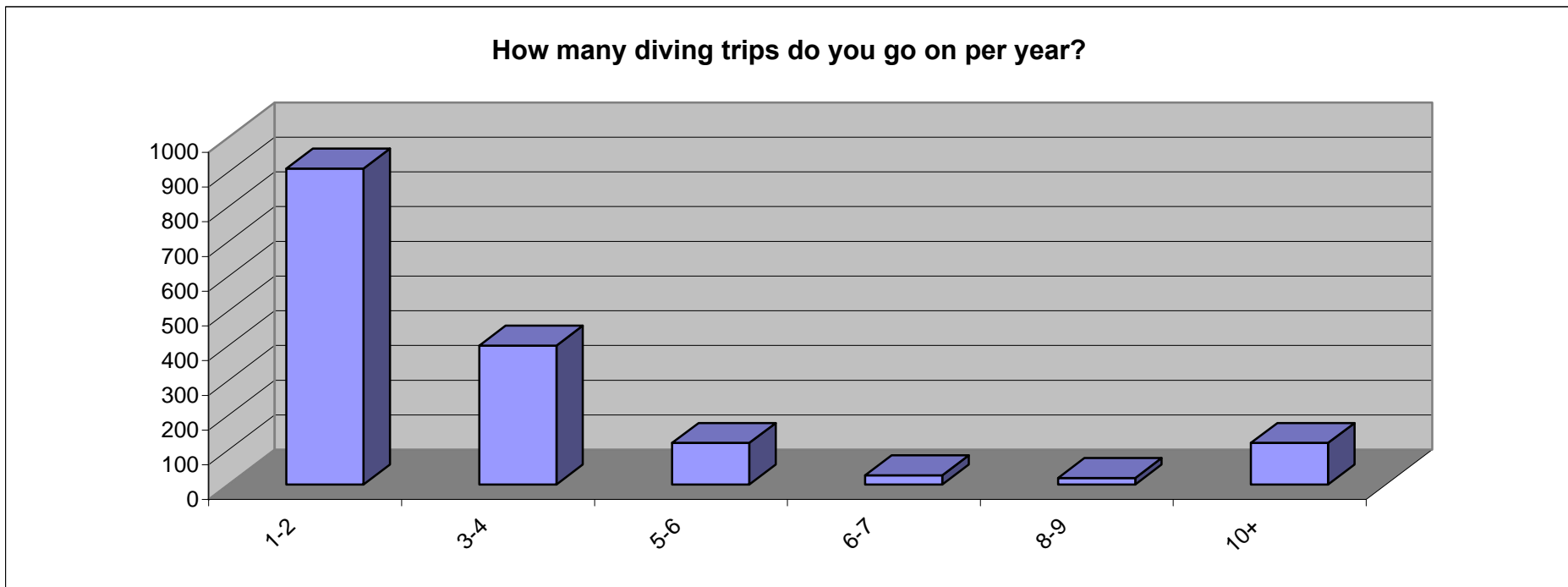
If Yes, did they like it?

Answer	Count	%
Yes	1160	95.08
No	60	4.92
<b>Total</b>	<b>1220</b>	<b>100.00</b>



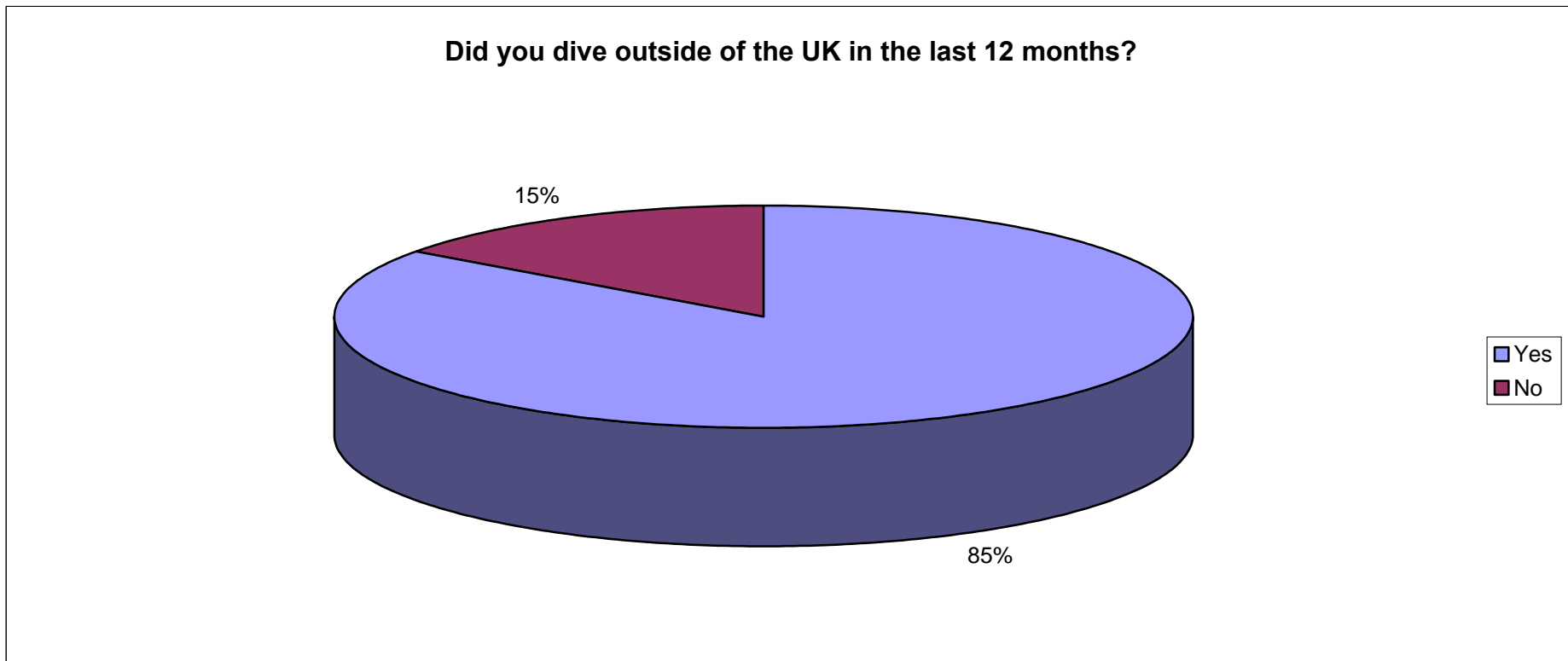
## How many diving trips do you go on per year?

Answer	Count	%
1-2	910	57.02
3-4	400	25.06
5-6	120	7.52
6-7	27	1.69
8-9	19	1.19
10+	120	7.52
<b>Total</b>	<b>1596</b>	<b>100</b>



## Did you dive outside of the UK in the last 12 months?

Answer	Count	%
Yes	1335	84.98
No	236	15.02
<b>Total</b>	<b>1571</b>	<b>100</b>

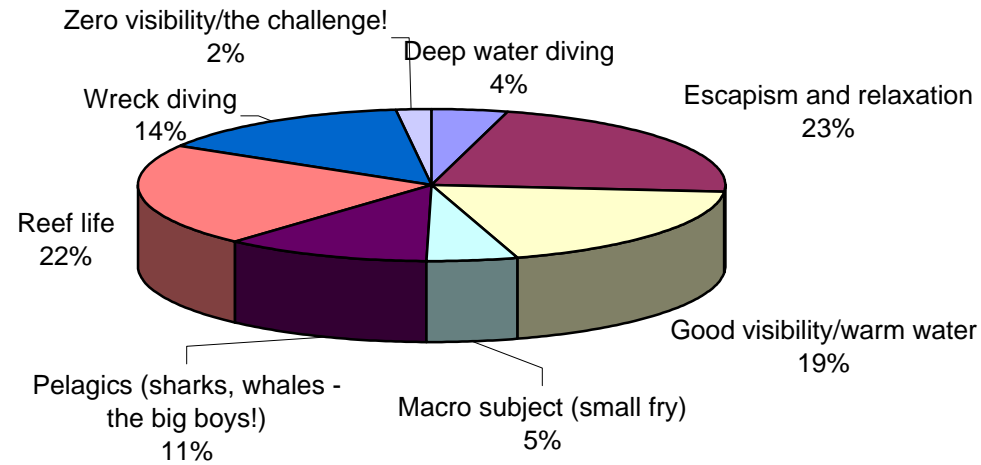


## What do you most enjoy about diving?

(please tick your 3 key preferences)

Answer	Count	%
Deep water diving	213	4.25
Escapism and relaxation	1112	22.18
Good visibility/warm water	950	18.95
Macro subject (small fry)	242	4.83
Pelagics (sharks, whales - the big boys!)	574	11.45
Reef life	1101	21.96
Wreck diving	723	14.42
Zero visibility/the challenge!	98	1.95
<b>Total</b>	<b>5013</b>	<b>100</b>

### What do you most enjoy about diving?

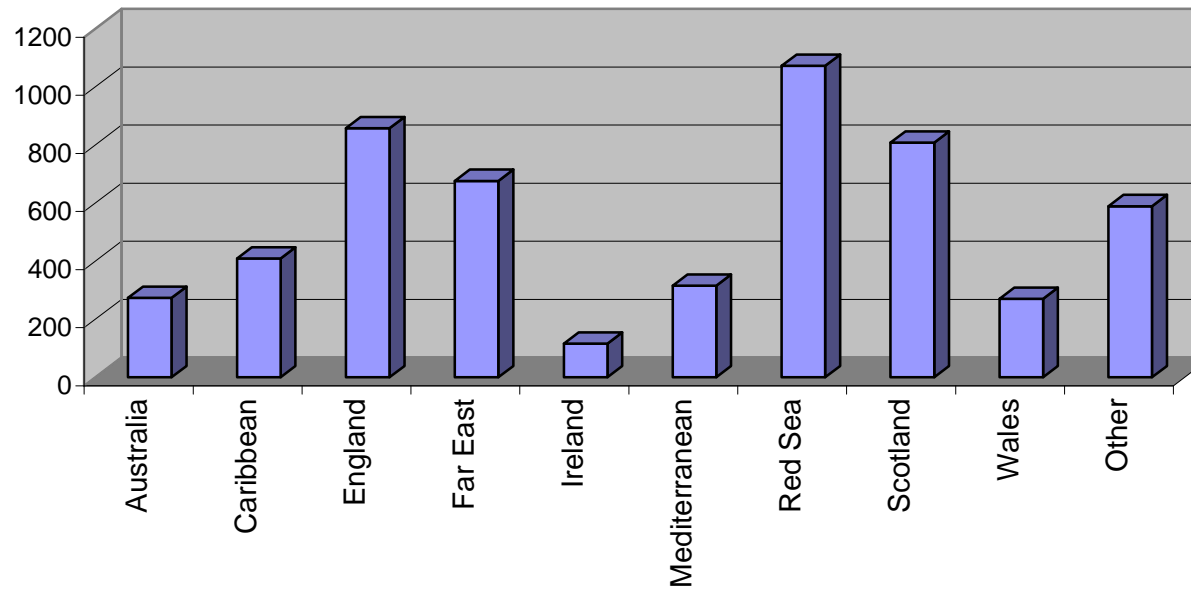


## Where have you dived? (please tick all that apply)

Answer	Count	%
Australia	273	5.07
Caribbean	409	7.60
England	857	15.91
Far East	676	12.55
Ireland	116	2.15
Mediterranean	315	5.85
Red Sea	1072	19.91
Scotland	808	15.00
Wales	270	5.01
Other	589	10.94
<b>Total</b>	<b>5385</b>	<b>100</b>

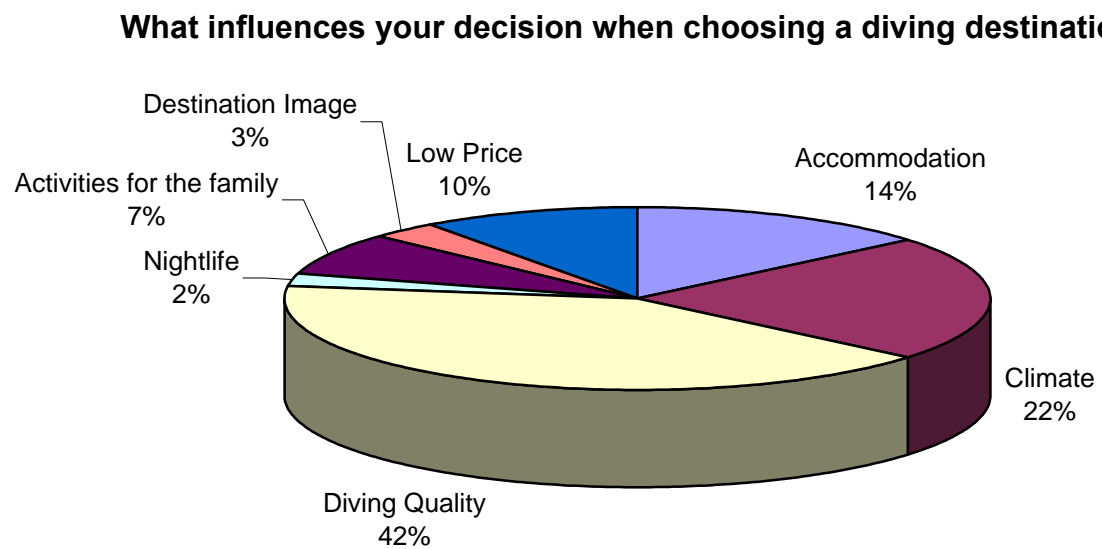
The destinations specified in 'other' can be seen on the following page.

### Where have you dived?



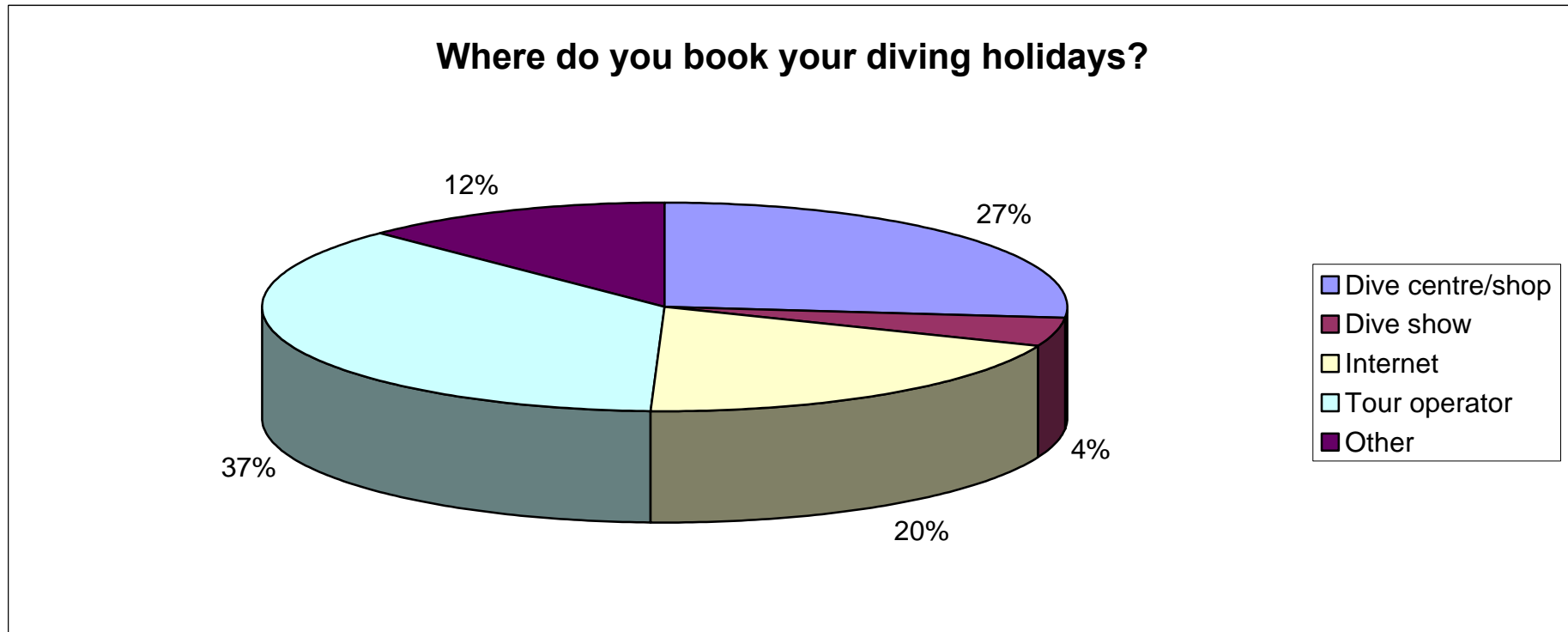
## What influences your decision when choosing a diving destination?

Answer	Count	%
Accommodation	475	13.85
Climate	760	22.16
Diving Quality	1416	41.29
Nightlife	75	2.19
Activities for the family	255	7.44
Destination Image	109	3.18
Low Price	339	9.89
<b>Total</b>	<b>3429</b>	<b>100</b>



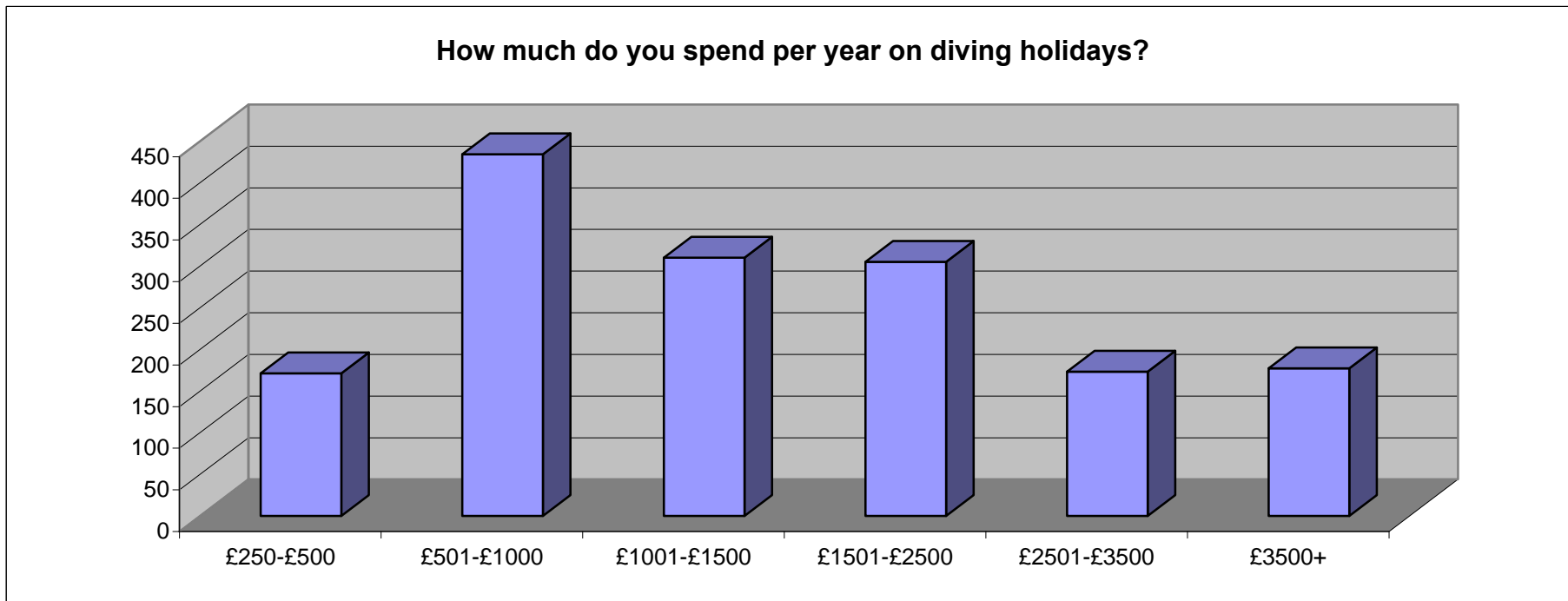
## Where do you book your diving holidays? (Please tick all that apply)

Answer	Count	%
Dive centre/shop	439	26.78
Dive show	71	4.33
Internet	320	19.52
Tour operator	605	36.91
Other	204	12.45
<b>Total</b>	<b>1639</b>	<b>100.00</b>



## How much do you spend per year on diving holidays?

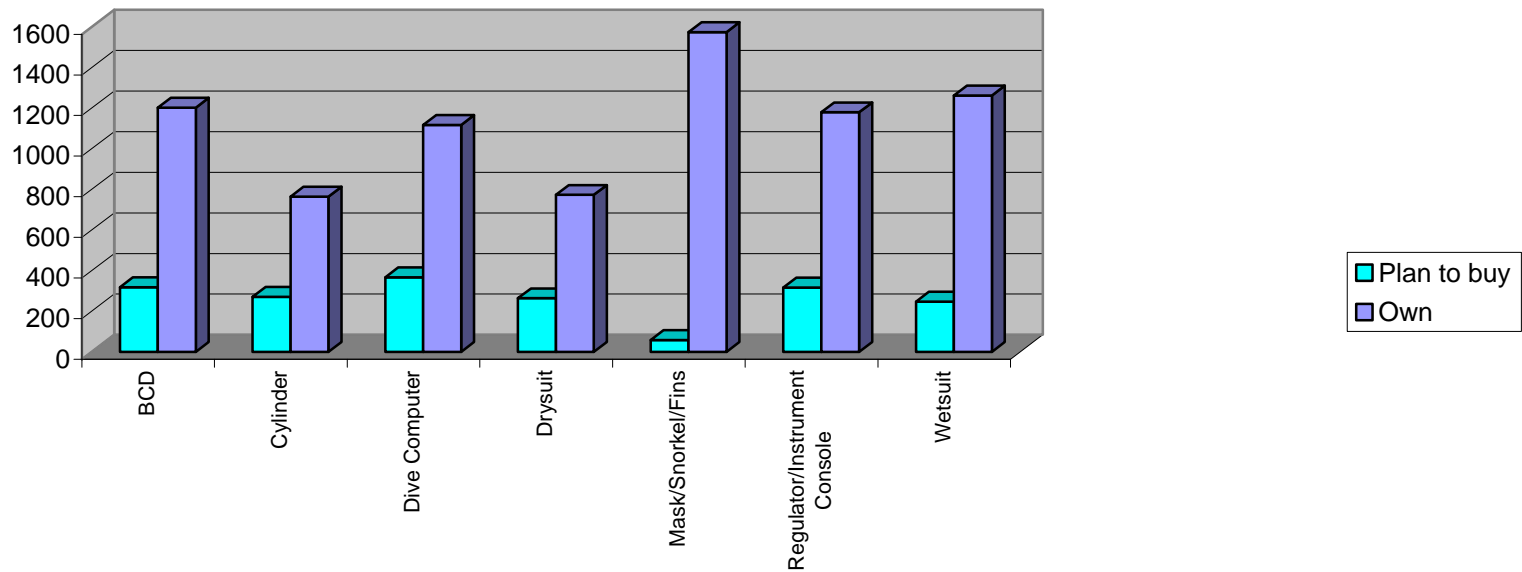
Answer	Count	%
£250-£500	171	10.89
£501-£1000	434	27.64
£1001-£1500	310	19.75
£1501-£2500	305	19.43
£2501-£3500	173	11.02
£3500+	177	11.27
<b>Total</b>	<b>1570</b>	<b>100</b>



## Do you own your own or plan to buy your own equipment?

Answer	Own		Plan to buy		Total
	Count	%	Count	%	
BCD	1203	79.04	319	20.96	1522
Cylinder	765	73.84	271	26.16	1036
Dive Computer	1118	75.29	367	24.71	1485
Drysuit	773	74.54	264	25.46	1037
Mask/Snorkel/Fins	1574	96.39	59	3.61	1633
Regulator/Instrument Console	1180	78.82	317	21.18	1497
Wetsuit	1262	83.58	248	16.42	1510

**Do you own your own or plan to buy your own equipment?**



## Do you own your own or plan to buy your own equipment?

Answer	Own	Plan to buy	Total
£5 - £50	93	22	115
£51- £100	114	54	168
£101 - £250	153	119	272
£251 - £500	232	229	461
£501 - £1000	198	224	422
£1000+	81	70	151

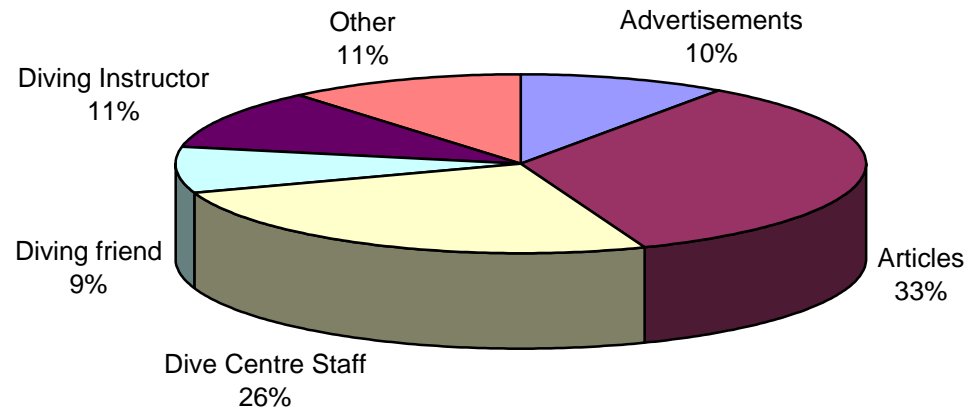
On question 22 people could tick for whether they own or plan to buy each item of equipment. In this additional analysis we took everyone who had ticked one of the planned to buy boxes (713) and then everyone else is categorised as already own. We then cross referenced this against the amount people were planning to spend. Even the people who already own are planning to spend a significant amount.

## What is the KEY influence on your decision to purchase equipment?

Answer	Count	%
Advertisements	154	9.80
Articles	539	34.29
Dive Centre Staff	402	25.57
Diving friend	134	8.52
Diving Instructor	170	10.81
Other	173	11.01
<b>Total</b>	<b>1572</b>	<b>100</b>

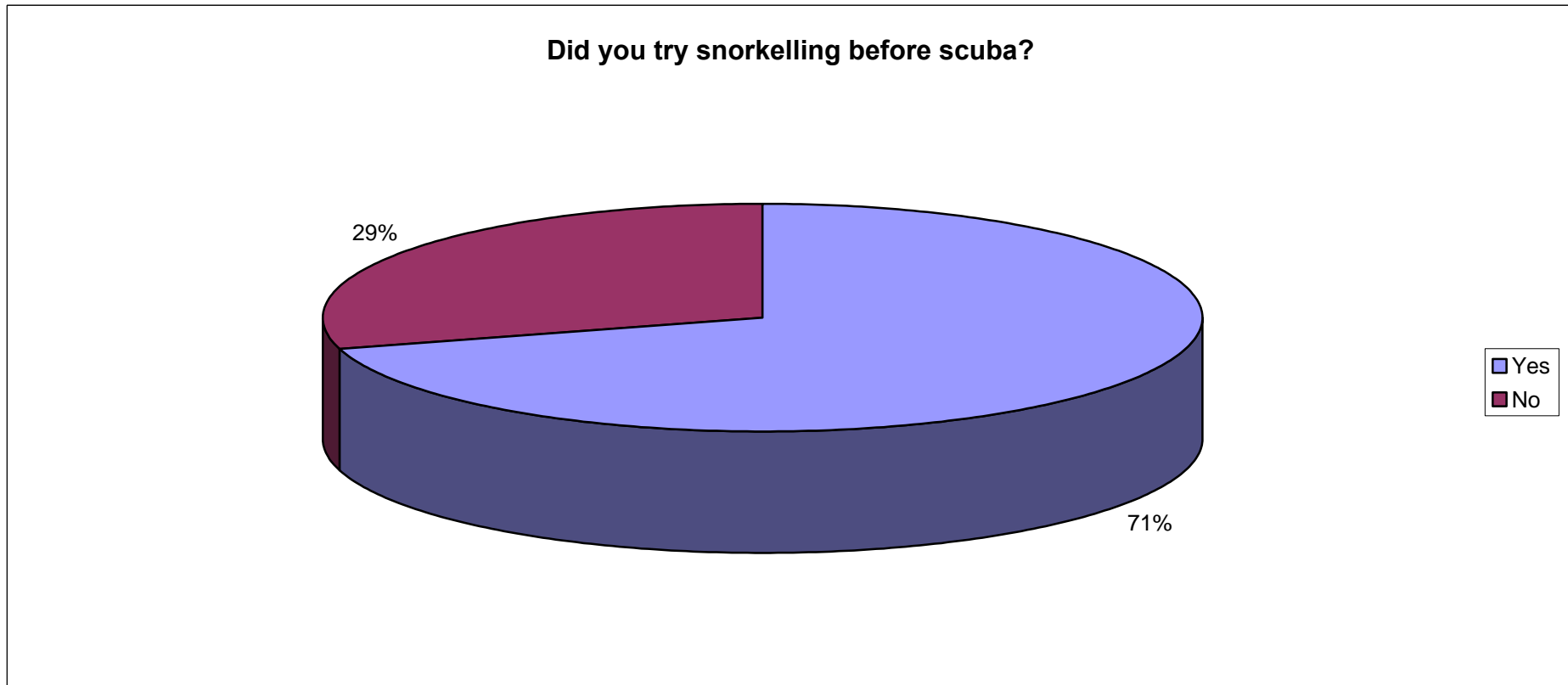
The influences specified in 'other' can be seen on the following page.

### What is the KEY influence on your decision to purchase equipment?



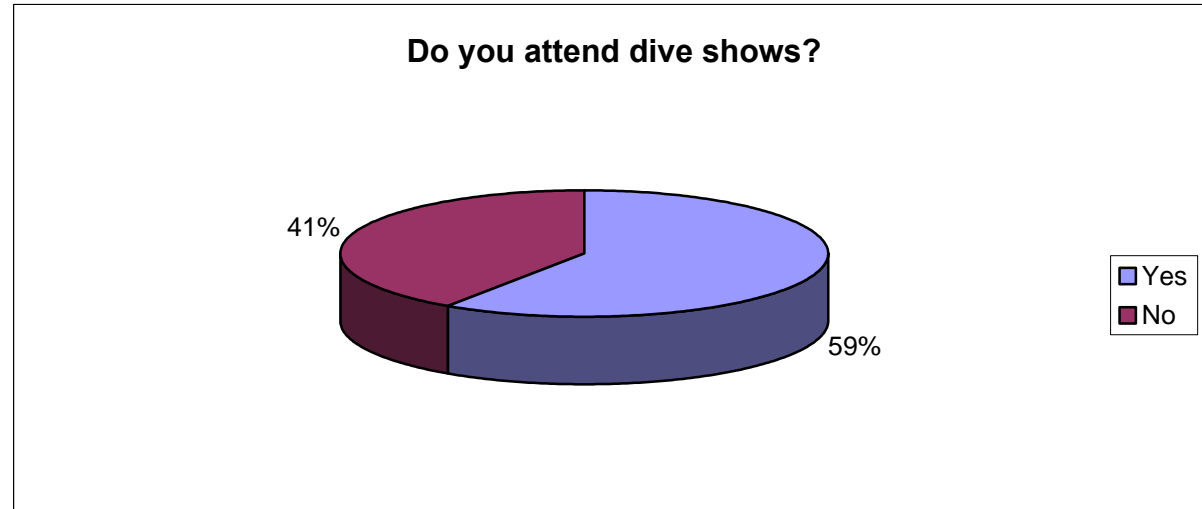
## Did you try snorkelling before scuba?

Answer	Count	%
Yes	1160	70.69
No	481	29.31
<b>Total</b>	<b>1641</b>	<b>100</b>



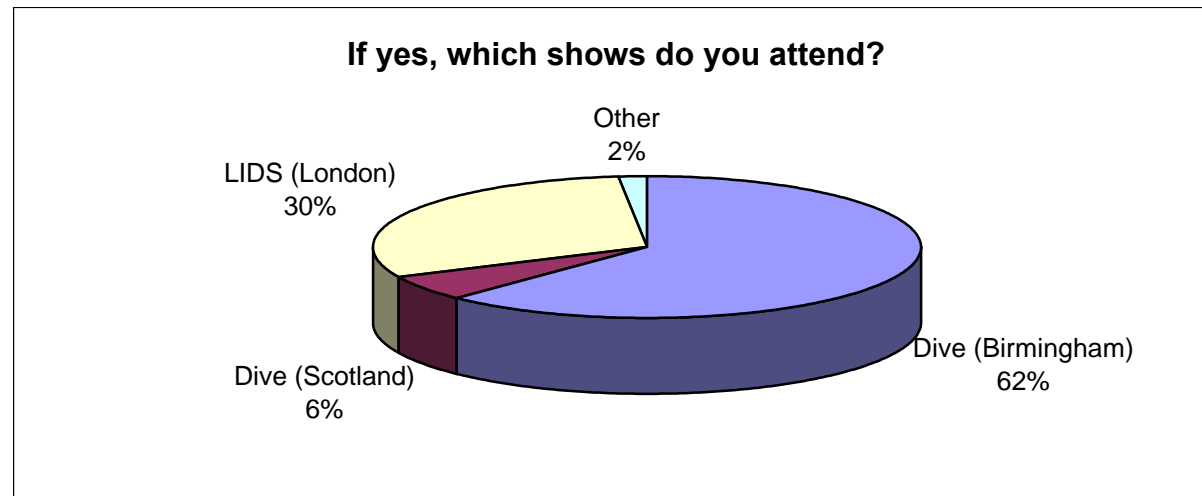
## Do you attend dive shows?

Answer	Count	%
Yes	966	59.41
No	660	40.59
<b>Total</b>	<b>1626</b>	<b>100</b>



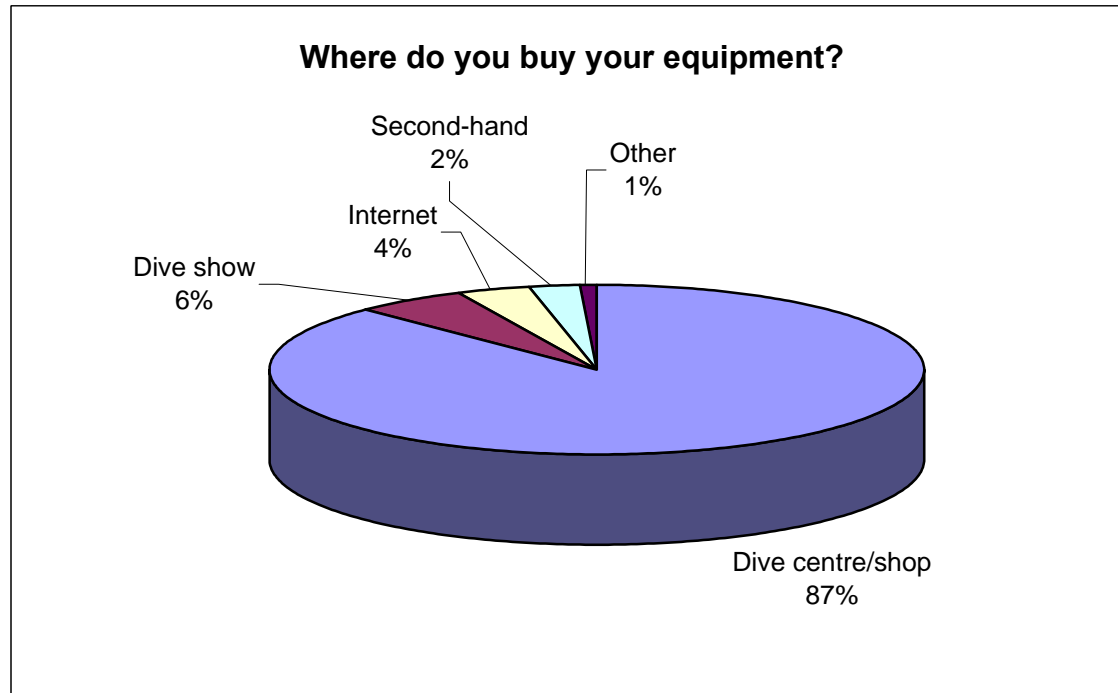
### If yes, which shows do you attend?

Answer	Count	%
Dive (Birmingham)	583	62.35
Dive (Scotland)	53	5.67
LIDS (London)	284	30.37
Other	15	1.60
<b>Total</b>	<b>935</b>	<b>100</b>



## Where do you buy your equipment? (please tick all that apply)

Answer	Count	%
Dive centre/shop	1333	87.41
Dive show	87	5.70
Internet	54	3.54
Second-hand	38	2.49
Other	13	0.85
<b>Total</b>	<b>1525</b>	<b>100</b>

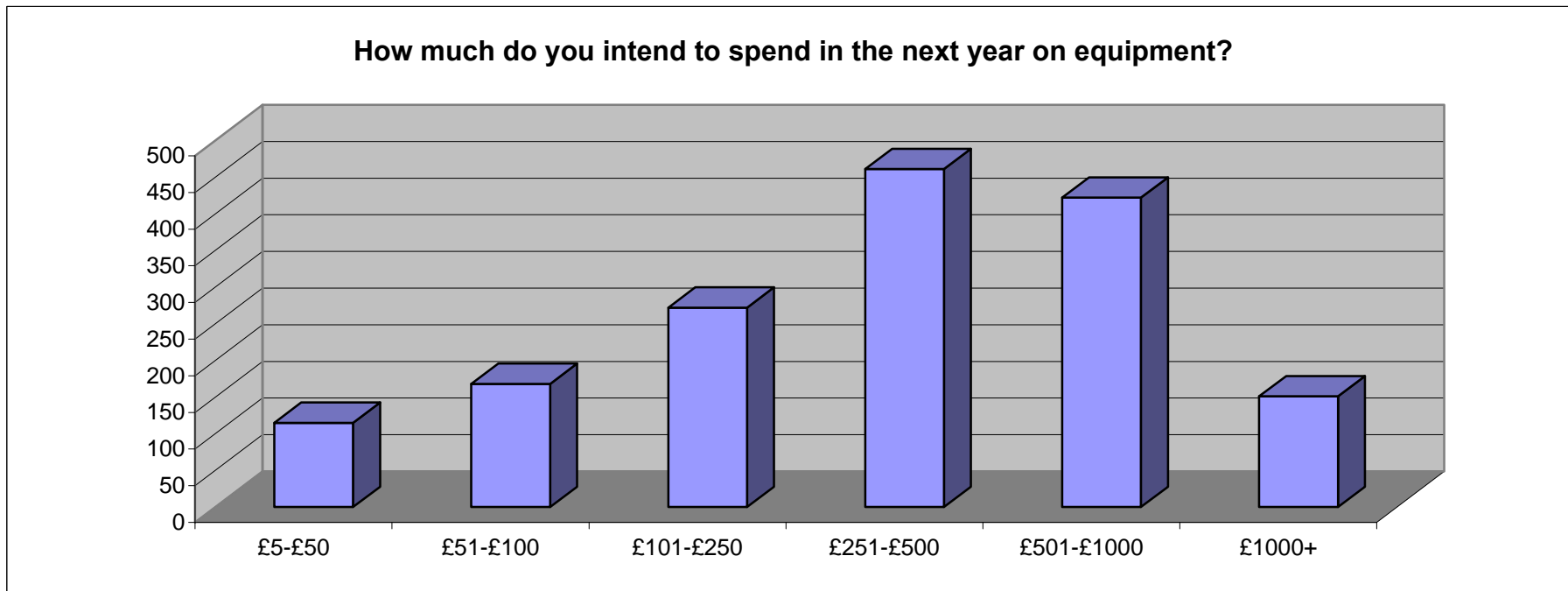


### Other

ABROAD	5	DIRECT	1	PHONE	1
MAIL ORDER	3	FRIENDS	1	SCUBA CLUB	1
MANUFACTURER	2	HAVN'T YET PURCHASED	1	SEBASCUBA.CO.UK	1
SPORT SHOP	2	HOLLAND & FRANCE	1	TAILOR MADE	1
TRADE	2	ON HOLIDAY	1	TRADE SUPPLIERS	1
AT UNIVERSITY	1	OVERSEAS	1	UNITED STATES	1
CLUB	1	OWN SHOP	1		

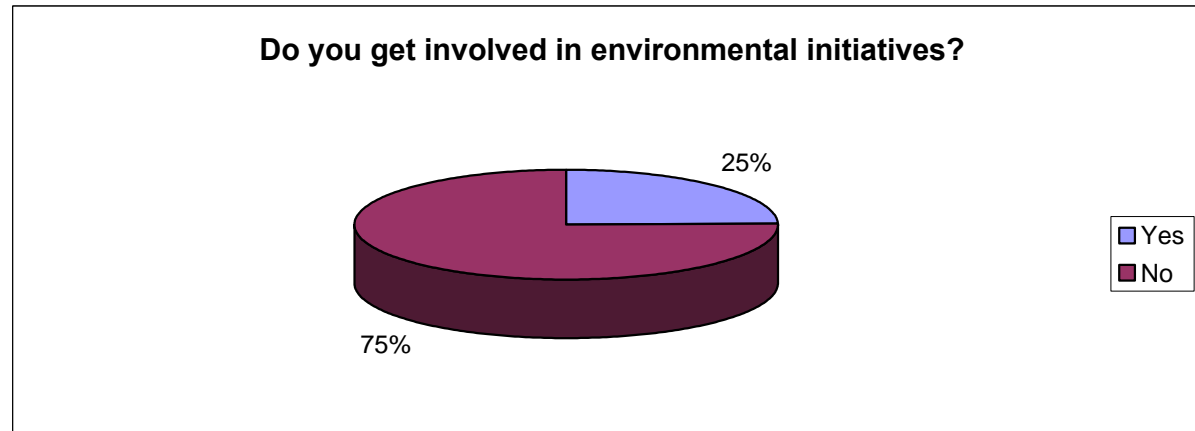
## How much do you intend to spend in the next year on equipment?

Answer	Count	%
£5-£50	115	7.24
£51-£100	168	10.57
£101-£250	272	17.12
£251-£500	461	29.01
£501-£1000	422	26.56
£1000+	151	9.50
<b>Total</b>	<b>1589</b>	<b>100</b>



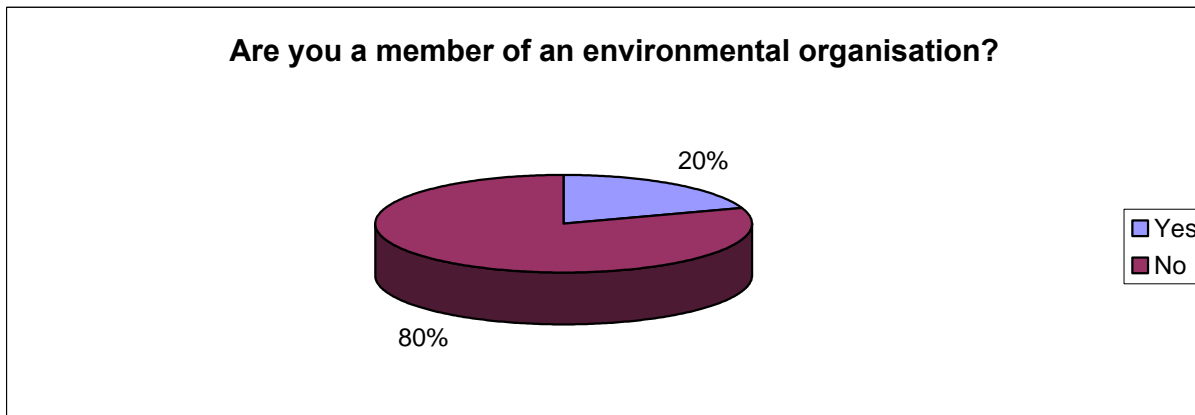
**Do you get involved in any environmental initiatives through your diving activities, eg. Beach and underwater clean-ups, underwater surveys?**

Answer	Count	%
Yes	401	24.63
No	1227	75.37
<b>Total</b>	<b>1628</b>	<b>100</b>



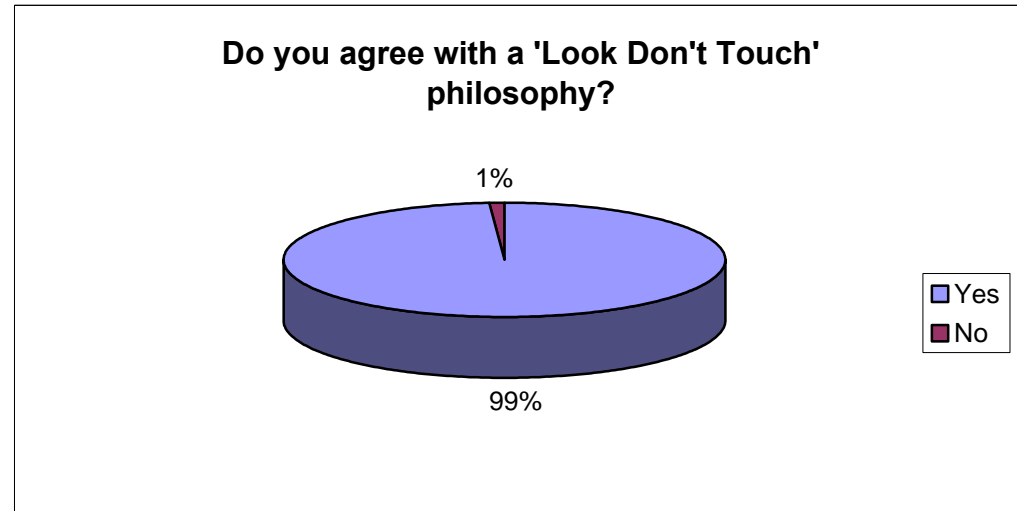
**Are you a member of an environmental organisation?**

Answer	Count	%
Yes	322	19.72
No	1311	80.28
<b>Total</b>	<b>1633</b>	<b>100</b>



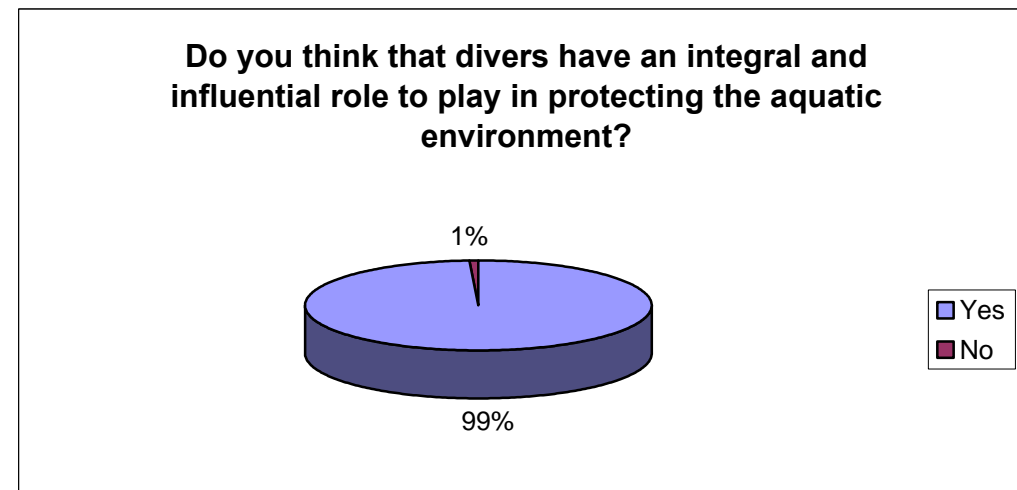
## Do you agree with a 'look don't touch' philosophy with respect to the underwater environment?

Answer	Count	%
Yes	1623	98.84
No	19	1.16
<b>Total</b>	<b>1642</b>	<b>100</b>



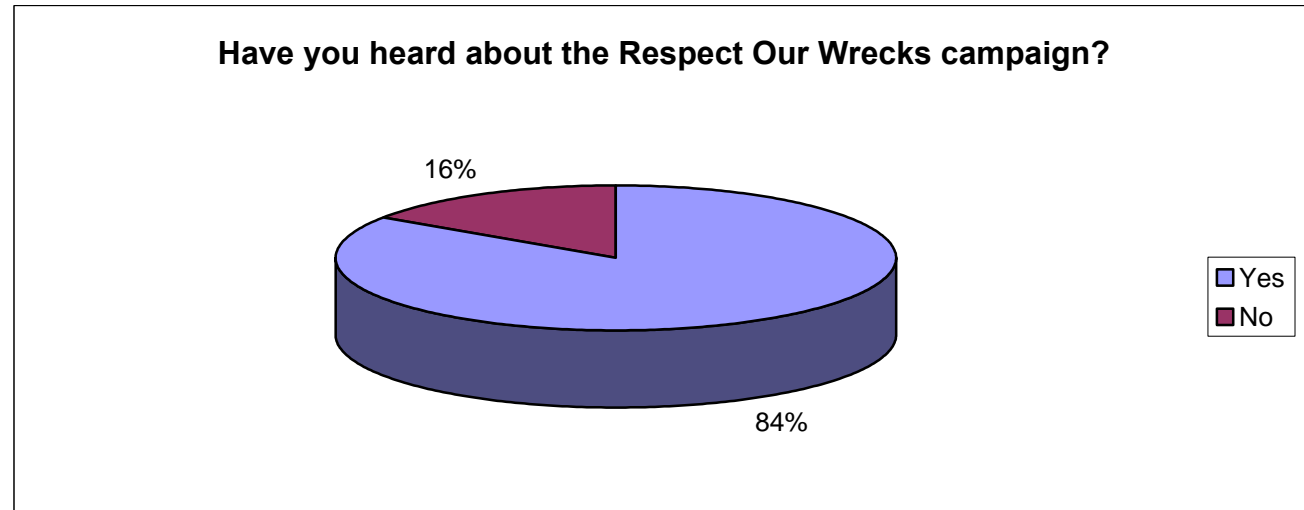
Do you think that divers have an integral and influential role to play in protecting the aquatic environment?

Answer	Count	%
Yes	1627	99.15
No	14	0.85
<b>Total</b>	<b>1641</b>	<b>100</b>



## Have you heard about the Respect Our Wrecks campaign?

Answer	Count	%
Yes	1383	84.43
No	255	15.57
<b>Total</b>	<b>1638</b>	<b>100</b>



If so, do you agree with its philosophy?

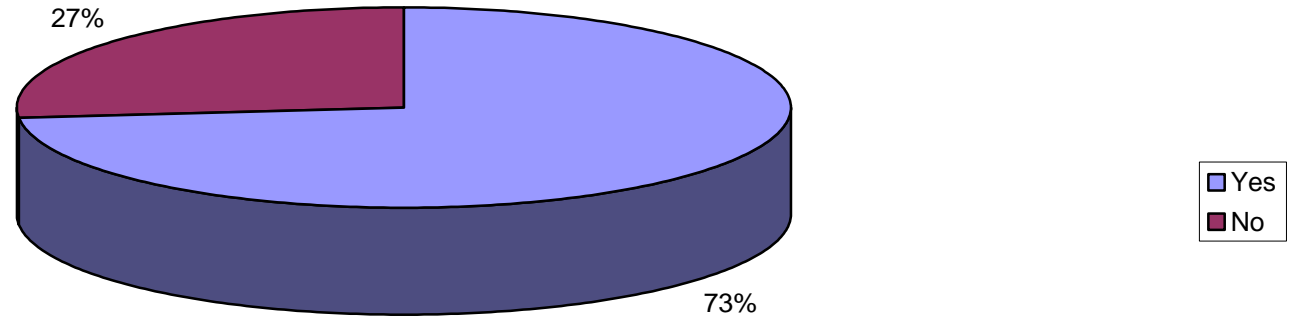
Answer	Count	%
Yes	1378	97.87
No	30	2.13
<b>Total</b>	<b>1408</b>	<b>100</b>



## Are you interested in receiving information on environmental matters?

Answer	Count	%
Yes	1194	73.34
No	434	26.66
<b>Total</b>	<b>1628</b>	<b>100</b>

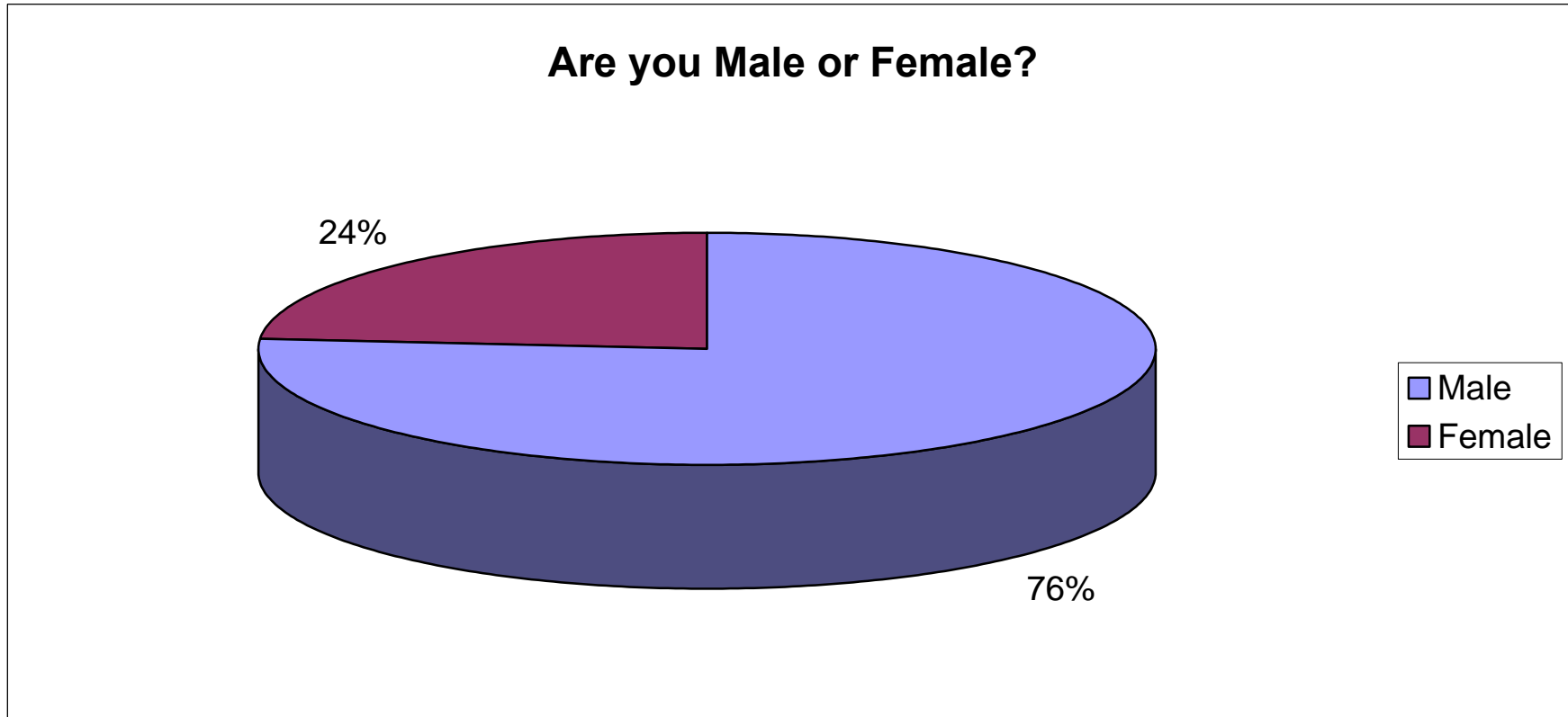
### Are you interested in receiving information on environmental matters?



## Are you Male or Female?

Answer	Count	%
Male	1242	76.34
Female	385	23.66
<b>Total</b>	<b>1627</b>	<b>100.00</b>

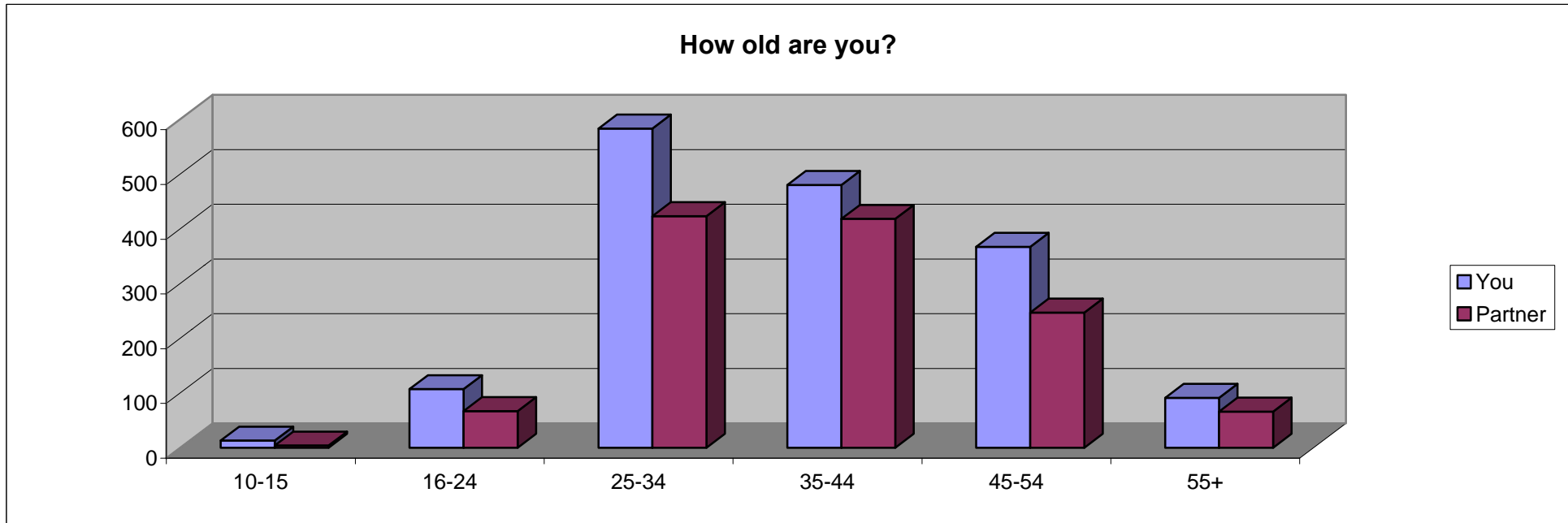
GB	%
Male	48.78
Female	51.22
<b>Total</b>	<b>100</b>



## How old are you?

Answer	You		Partner	
	Count	% Count	Count	%
10-15	13	0.79	4	0.33
16-24	107	6.52	67	5.47
25-34	583	35.53	423	34.53
35-44	480	29.25	418	34.12
45-54	367	22.36	247	20.16
55+	91	5.55	66	5.39
<b>Total</b>	<b>1641</b>	<b>100</b>	<b>1225</b>	<b>100</b>

GB		%
10-15	Not recorded	
16-24	15.04	
25-34	18.91	
35-44	17.76	
45-54	16.29	
55+	31.99	
<b>Total</b>	<b>100</b>	

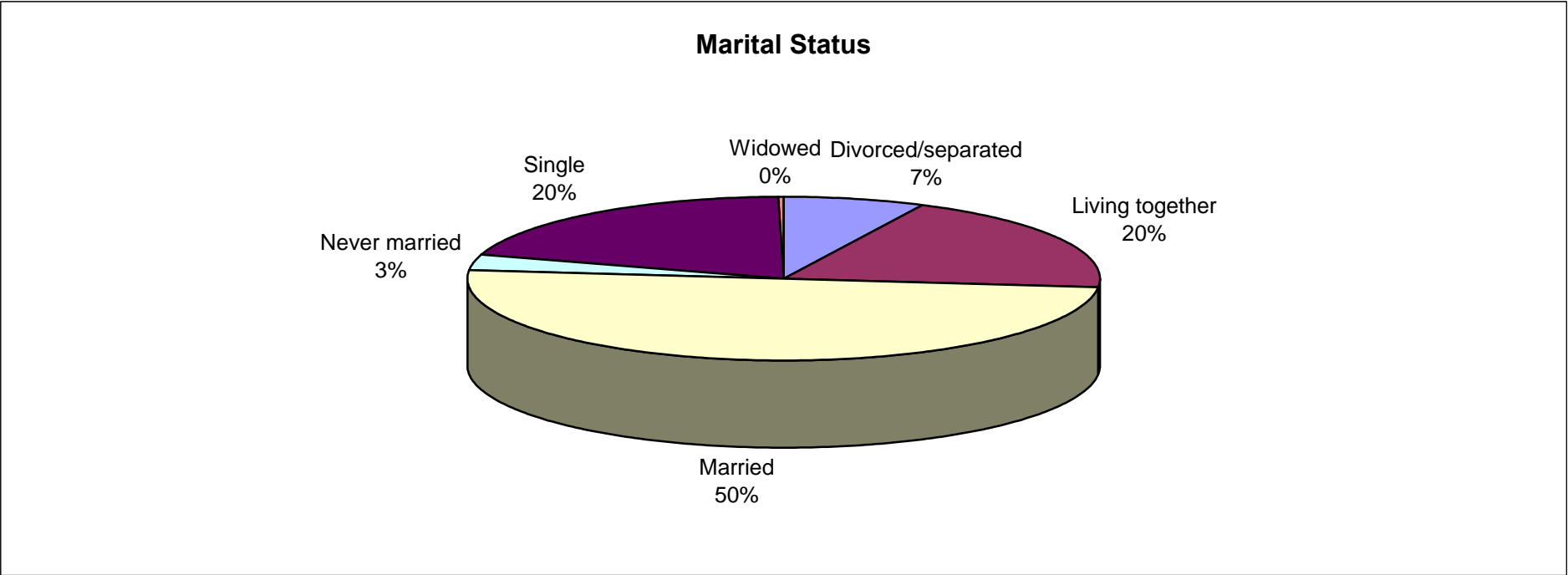


**Please advise your marital status**

<b>Answer</b>	<b>Count</b>	<b>%</b>
Divorced/separated	116	7.13
Living together	319	19.61
Married	811	49.85
Never married	49	3.01
Single	326	20.04
Widowed	6	0.37
<b>Total</b>	<b>1627</b>	<b>100</b>

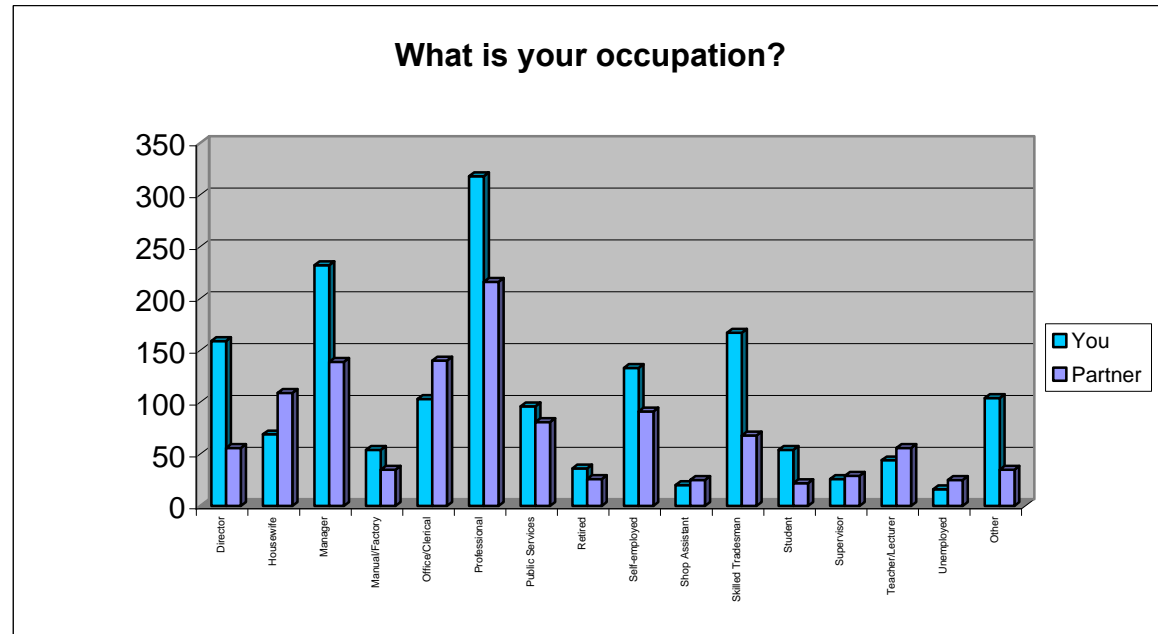
<b>GB</b>	<b>%</b>
Divorced/separated/Widowed	15.1
Living together	
Married	63.3
Never married	
Single	21.6
<b>Total</b>	<b>100</b>

**NOTE**  
 GB Figures only classify into the three groups listed and therefore there is no direct comparison.



## What is your occupation?

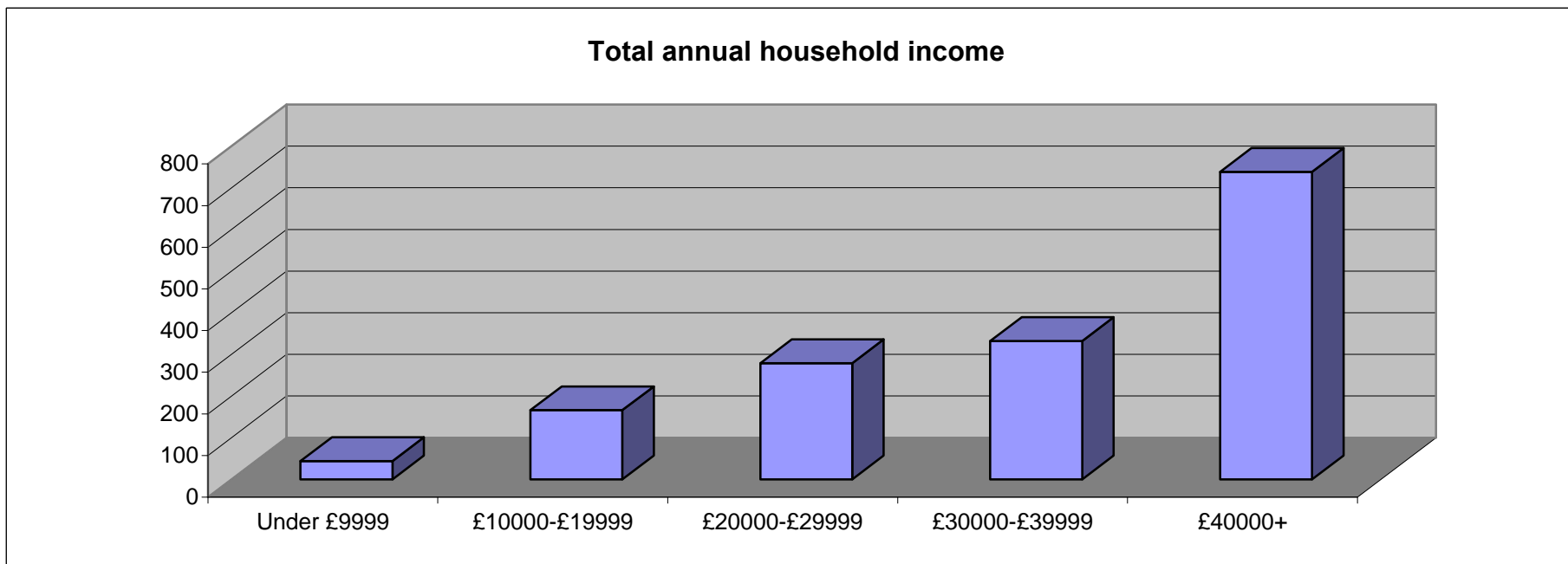
Answer	You		Partner	
	Count	%	Count	%
Director	159	9.75	56	4.86
Housewife	69	4.23	109	9.45
Manager	232	14.22	139	12.06
Manual/Factory	54	3.31	35	3.04
Office/Clerical	103	6.32	140	12.14
Professional	318	19.50	216	18.73
Public Services	96	5.89	81	7.03
Retired	36	2.21	26	2.25
Self-employed	133	8.15	91	7.89
Shop Assistant	20	1.23	25	2.17
Skilled Tradesman	167	10.24	68	5.90
Student	54	3.31	22	1.91
Supervisor	26	1.59	29	2.52
Teacher/Lecturer	44	2.70	56	4.86
Unemployed	16	0.98	25	2.17
Other	104	6.38	35	3.04
<b>Total</b>	<b>1631</b>	<b>100.00</b>	<b>1153</b>	<b>100.00</b>



## Please indicate your total annual household income

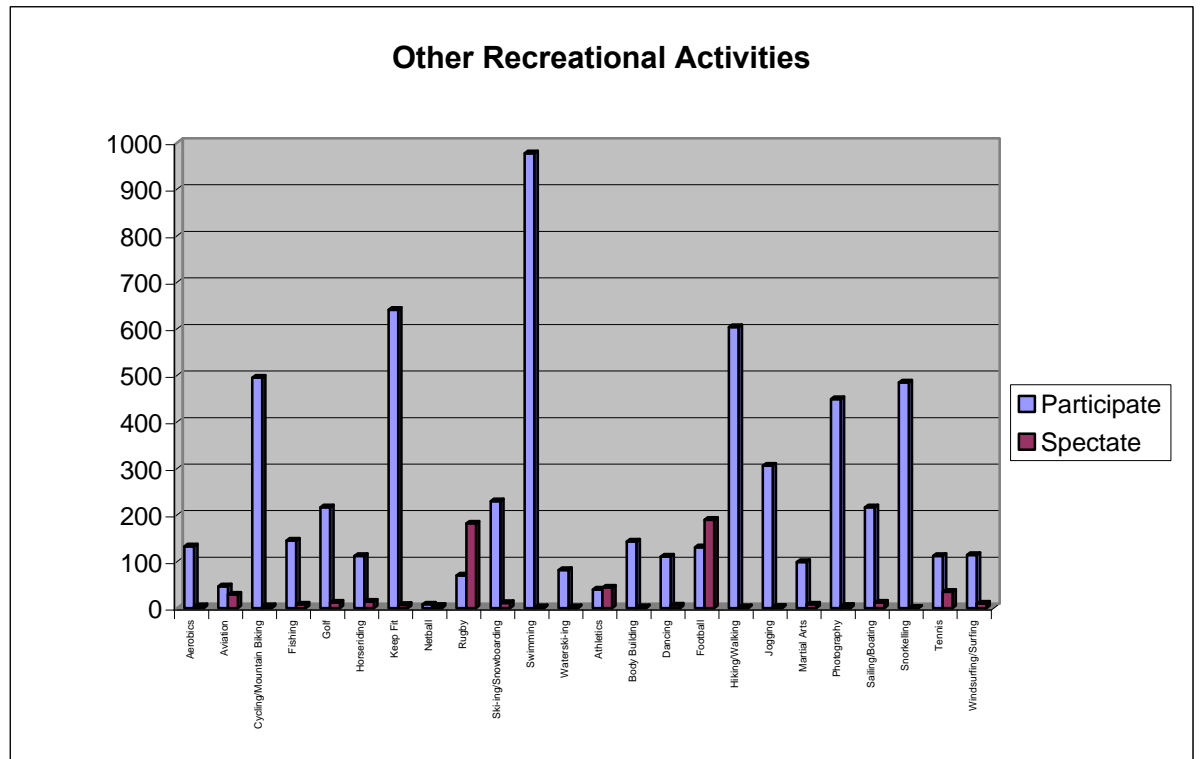
Answer	Count	%
Under £9999	44	2.82
£10000-£19999	166	10.65
£20000-£29999	279	17.90
£30000-£39999	332	21.30
£40000+	738	47.34
<b>Total</b>	<b>1559</b>	<b>100</b>

GB	%
£4999 or less	9.73
£5000-£10999	15.75
£11000-£14999	10.00
£15,000-£19,999	10.13
£20,000-£24,999	8.63
£25000-£34999	11.32
£35,000+	10.76
Not Stated	23.67
<b>Total</b>	<b>100</b>



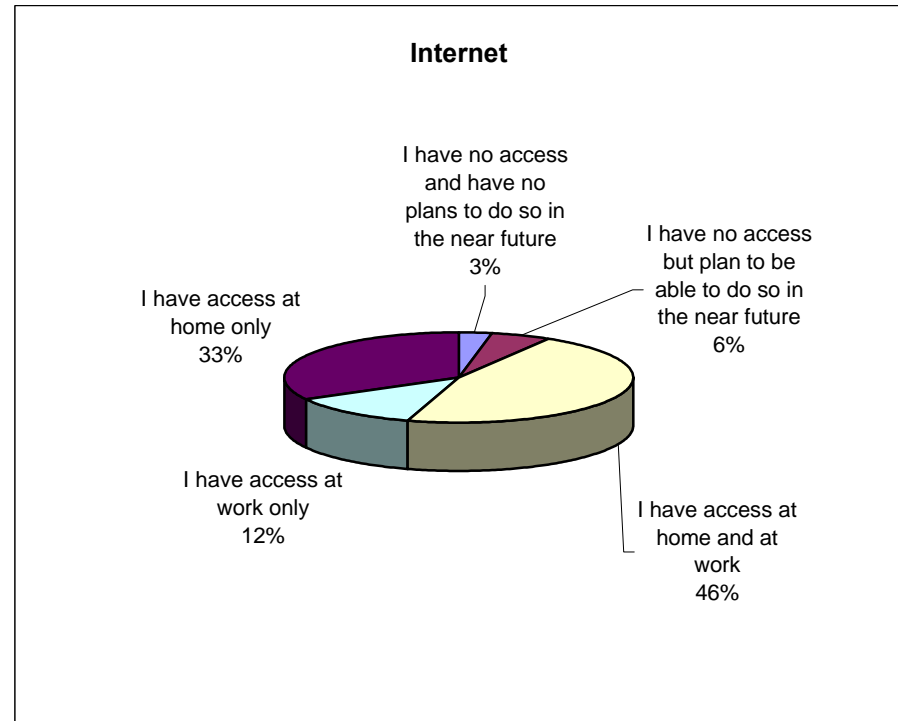
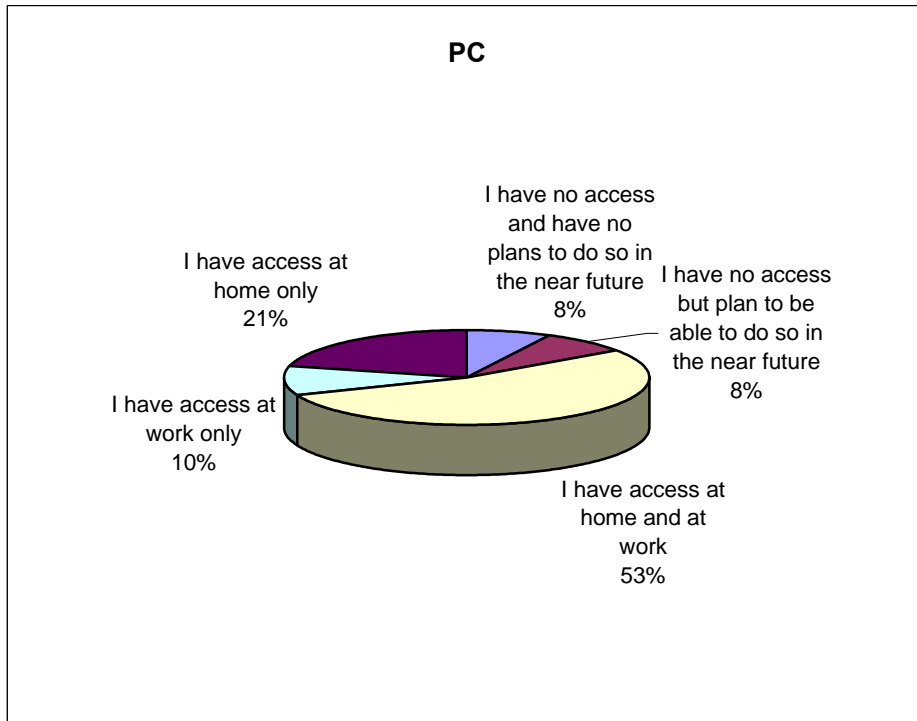
## Are you involved with recreational activities other than scuba diving more than 12 times per year?

Answer	Participate		Spectate	
	Count	%	Count	%
Aerobics	133	2.23%	4	0.67%
Aviation	47	0.79%	29	4.85%
Cycling/Mountain Biking	495	8.29%	4	0.67%
Fishing	145	2.43%	8	1.34%
Golf	217	3.64%	12	2.01%
Horsriding	112	1.88%	14	2.34%
Keep Fit	641	10.74%	7	1.17%
Netball	8	0.13%	5	0.84%
Rugby	70	1.17%	182	30.43%
Ski-ing/Snowboarding	230	3.85%	11	1.84%
Swimming	977	16.37%	2	0.33%
Waterski-ing	82	1.37%	2	0.33%
Athletics	40	0.67%	44	7.36%
Body Building	143	2.40%	2	0.33%
Dancing	111	1.86%	6	1.00%
Football	131	2.20%	190	31.77%
Hiking/Walking	604	10.12%	2	0.33%
Jogging	306	5.13%	3	0.50%
Martial Arts	99	1.66%	8	1.34%
Photography	449	7.52%	5	0.84%
Sailing/Boating	217	3.64%	12	2.01%
Snorkelling	485	8.13%	1	0.17%
Tennis	112	1.88%	35	5.85%
Windsurfing/Surfing	114	1.91%	10	1.67%
<b>Total</b>	<b>5968</b>	<b>100.00%</b>	<b>598</b>	<b>100.00%</b>



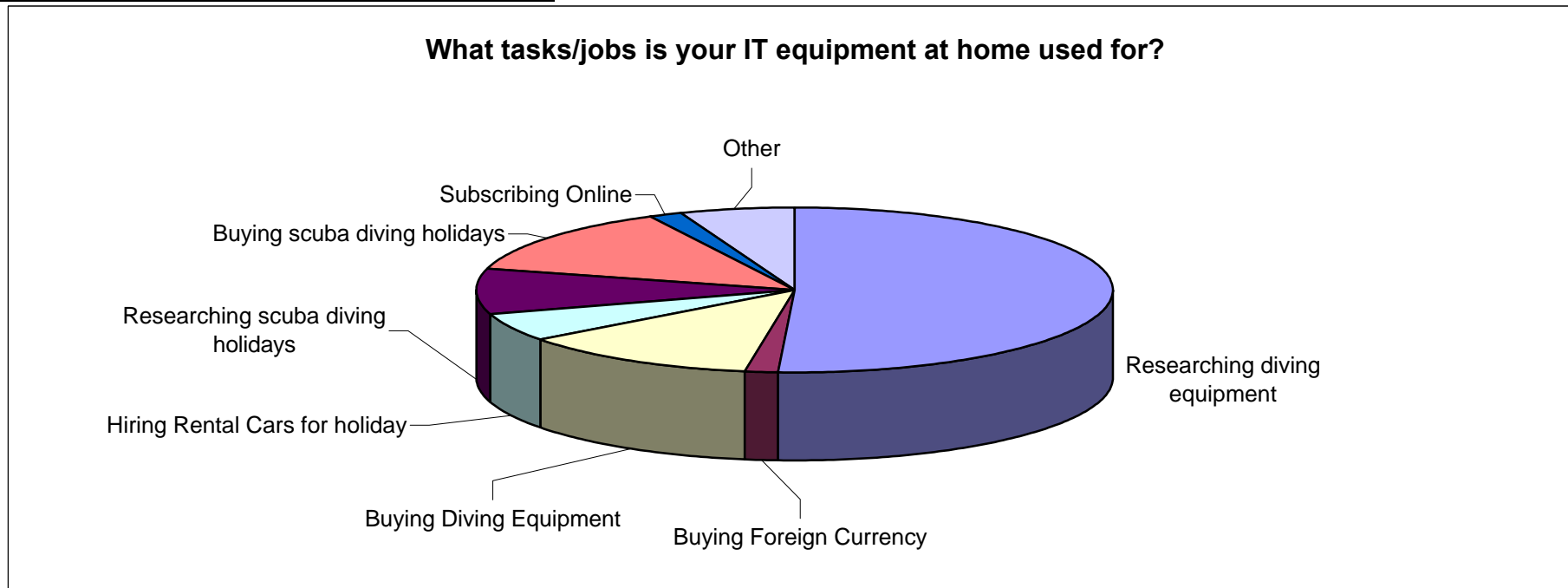
## Do you have access to a PC and do you have access to the internet?

Answer	PC		Internet	
	Count	%	Count	%
I have no access and have no plans to do so in the near future	46	7.62	37	3.01
I have no access but plan to be able to do so in the near future	47	7.78	69	5.61
I have access at home and at work	323	53.48	566	46.02
I have access at work only	61	10.10	152	12.36
I have access at home only	127	21.03	406	33.01
<b>Total</b>	<b>604</b>	<b>100.00</b>	<b>1230</b>	<b>100.00</b>



## What tasks/jobs is your IT equipment at home used for?

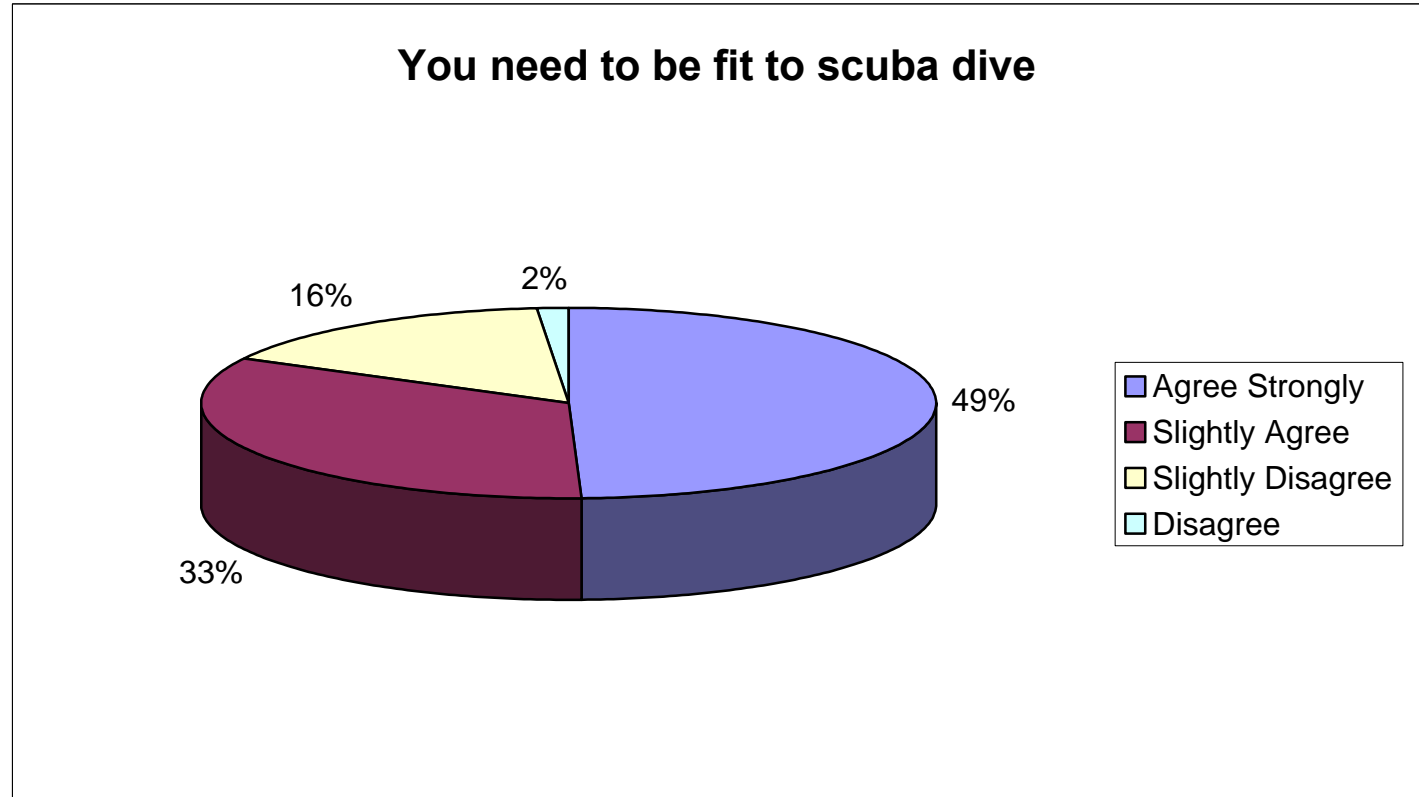
Answer	Count	%
Researching diving equipment	613	50.70
Buying Foreign Currency	21	1.74
Buying Diving Equipment	148	12.24
Hiring Rental Cars for holiday	69	5.71
Researching scuba diving holidays	105	8.68
Buying scuba diving holidays	161	13.32
Subscribing Online	22	1.82
Other	70	5.79
<b>Total</b>	<b>1209</b>	<b>100.00</b>



## Do you agree with the following statement?

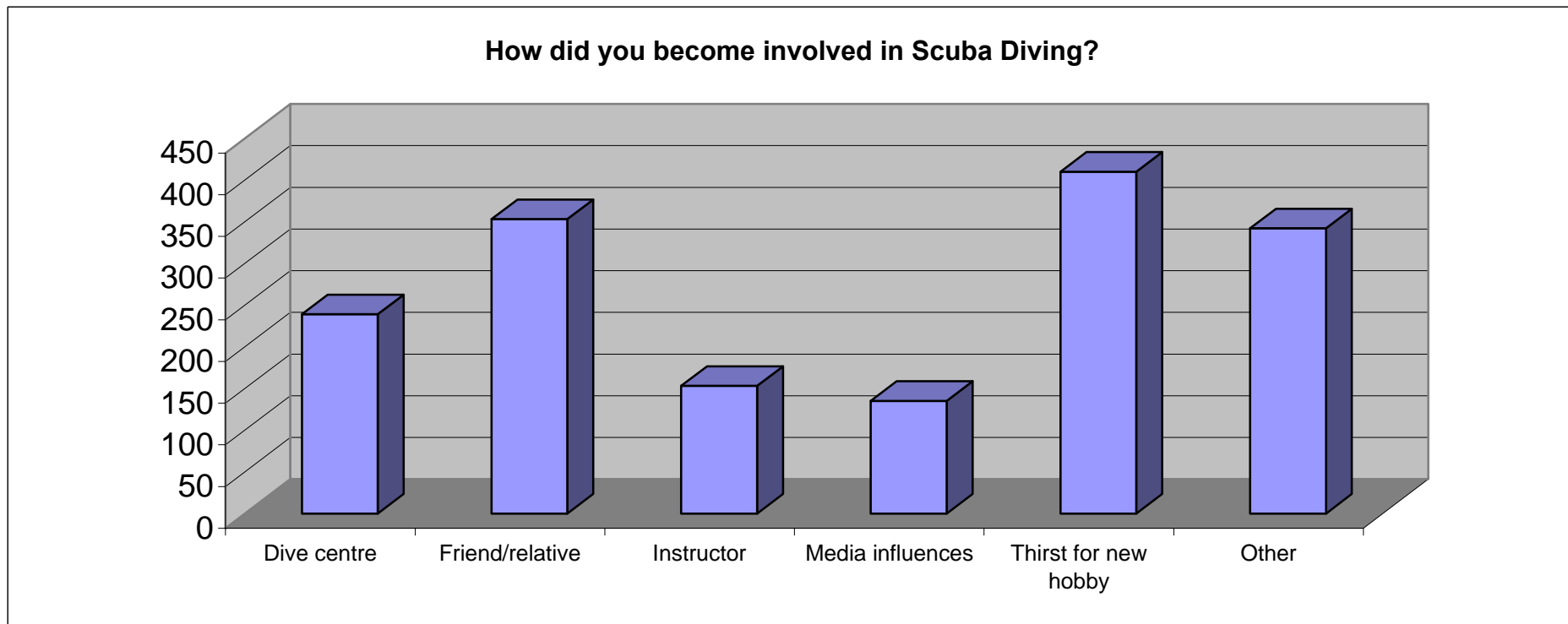
'You need to be fit to scuba dive'

Answer	Count	%
Agree Strongly	811	49.42%
Slightly Agree	548	33.39%
Slightly Disagree	257	15.66%
Disagree	25	1.52%
<b>Total</b>	<b>1641</b>	<b>100.00%</b>



## How did you become involved in scuba diving?

Answer	Count	%
Dive centre	239	14.64
Friend/relative	353	21.63
Instructor	153	9.38
Media influences	135	8.27
Thirst for new hobby	410	25.12
Other	342	20.96
<b>Total</b>	<b>1632</b>	<b>100</b>

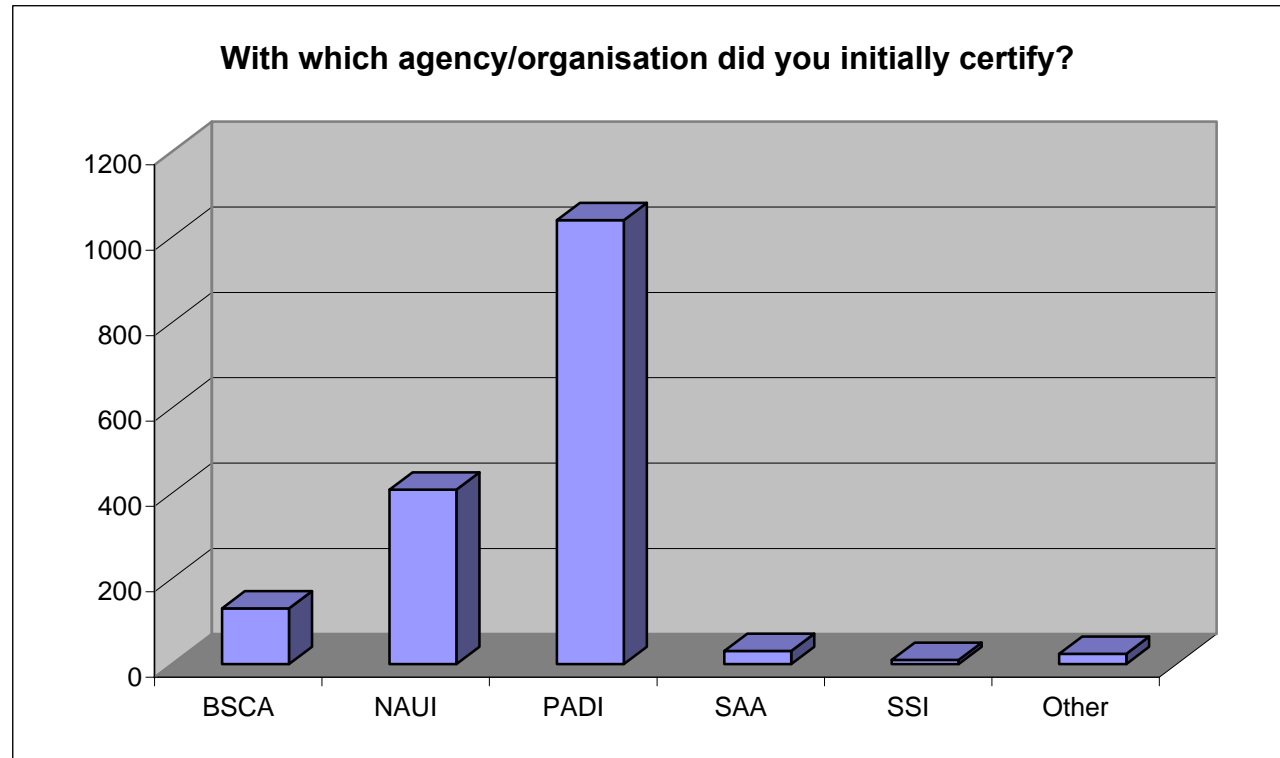


## With which agency/organisation did you initially certify?

Answer	Count	%
BSCA	131	7.96
NAUI	409	24.86
PADI	1040	63.22
SAA	31	1.88
SSI	10	0.61
Other	24	1.46
<b>Total</b>	<b>1645</b>	<b>100</b>

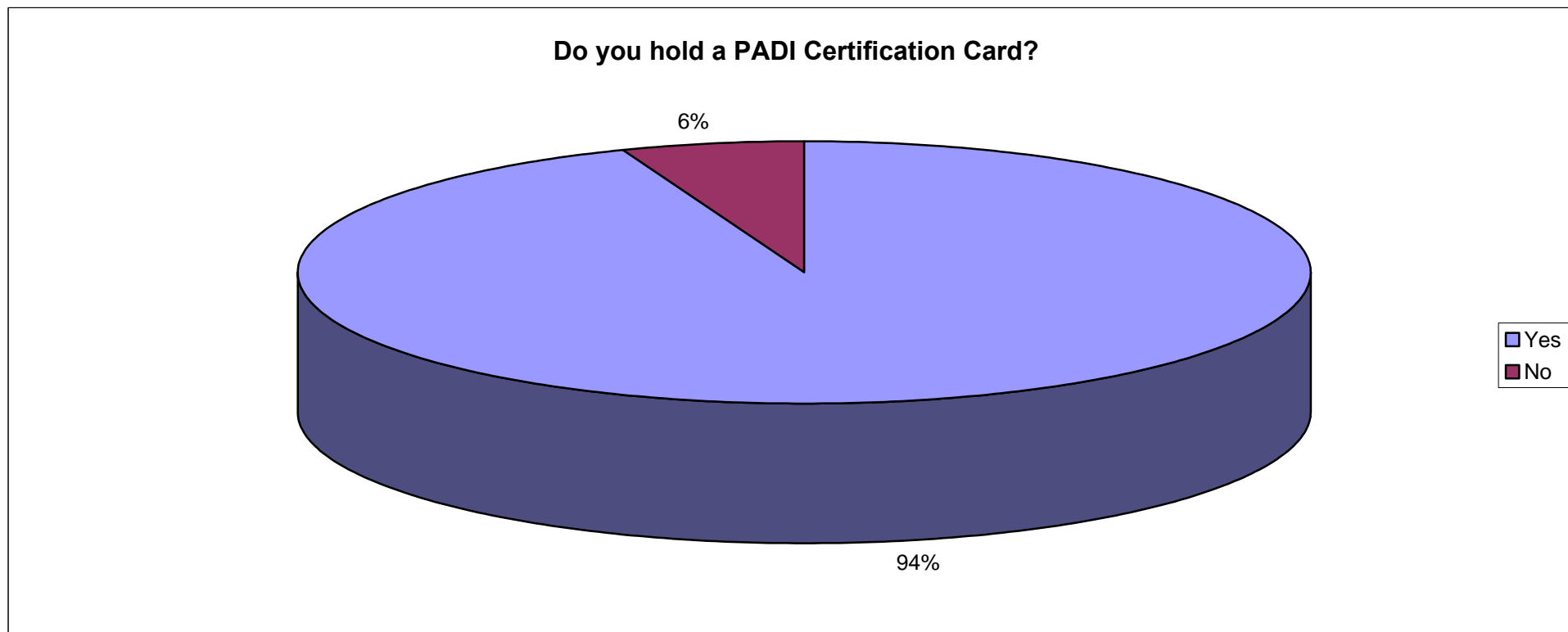
### Other Agencies/organisations listed

CMAS	10
SSAC	8
PADI	3
ROYAL NAVY	2
ACUC	1
ANIS	1
ISRAEL DIVERS	1
NASDS	1
NON CIRT	1
SAA	1
SAA THEN TO PADI	1
SCOTS SUB AQUA CLUB	1
TDI	1
VDTL	1
YMCA	1



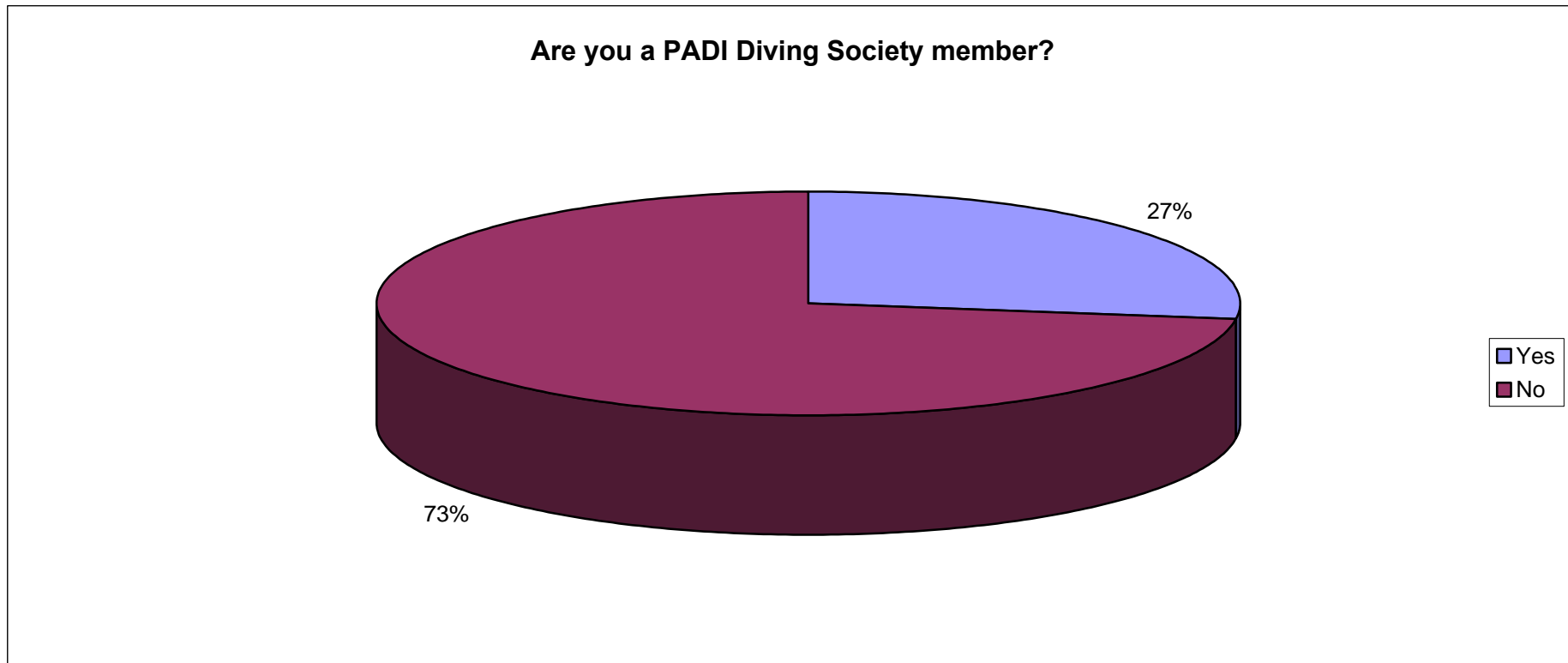
## Do you hold a PADI Certification card?

Answer	Count	%
Yes	1532	94.10
No	96	5.90
<b>Total</b>	<b>1628</b>	<b>100</b>



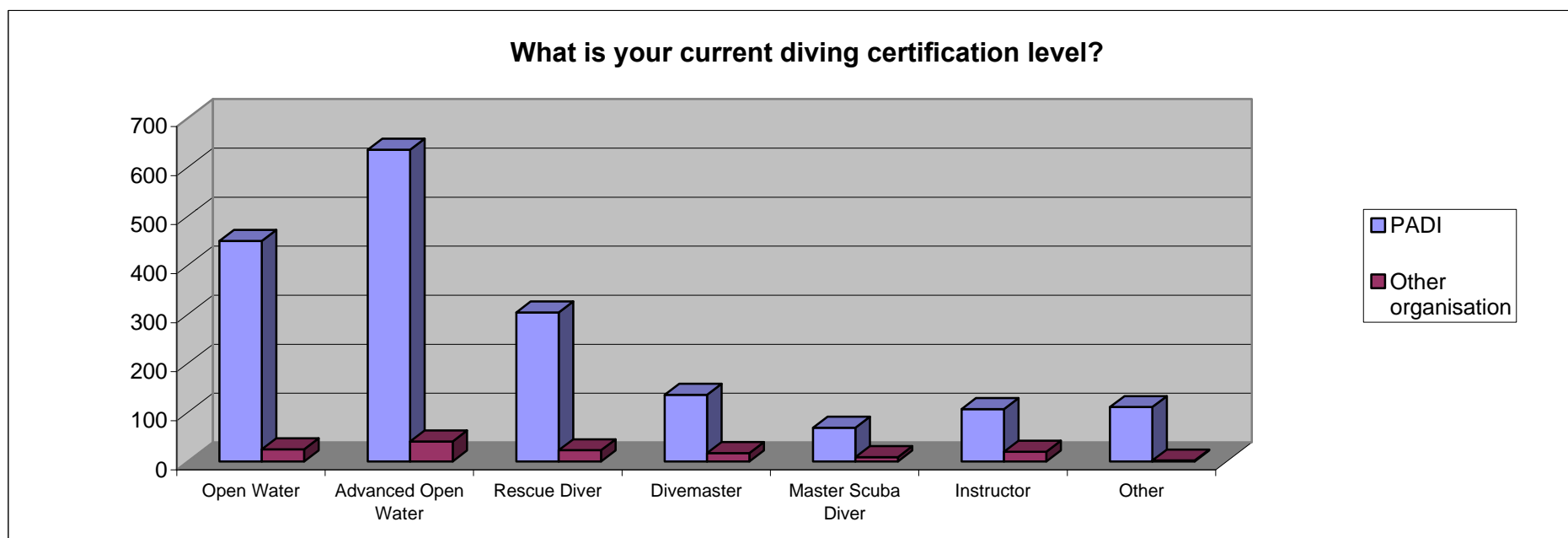
## Are you a PADI Diving Society member?

Answer	Count	%
Yes	414	27.09
No	1114	72.91
<b>Total</b>	<b>1528</b>	<b>100</b>



## What is your current diving certification level?

Answer	Count	PADI		Other organisation	
		Count	%	Count	%
Open Water	450	450	24.82	25	18.25
Advanced Open Water	636	636	35.08	41	29.93
Rescue Diver	304	304	16.77	23	16.79
Divemaster	136	136	7.50	17	12.41
Master Scuba Diver	69	69	3.81	9	6.57
Instructor	107	107	5.90	20	14.60
Other	111	111	6.12	2	1.46
<b>Total</b>	<b>1813</b>	<b>1813</b>	<b>100</b>	<b>137</b>	<b>100</b>



## Did you gain your initial certification in the UK or abroad?

Answer	Count	%
UK	918	55.94
Abroad	723	44.06
<b>Total</b>	<b>1641</b>	<b>100</b>



## How many dives have you done since certifying?

Answer	Count	%
1-10	222	14.67
11-30	239	15.80
31-50	219	14.47
51-100	330	21.81
101-300	324	21.41
301-500	74	4.89
501-800	35	2.31
801-1000	17	1.12
1001+	53	3.50
<b>Total</b>	<b>1513</b>	<b>100</b>

