



Cline 2011 DIVE RETAILER FINANCIAL STUDY

**CONDUCTED AND COMPILED BY WILLIAM CLINE/CLINE GROUP
MAY 2011**

TOTAL DIVE RETAILER RESPONDENTS: 80

SURVEY RESPONSES & SUMMARY REPORT

This survey was created, conducted and tabulated at no charge as a service of William Cline/Cline Group for the recreational scuba diving industry. Full and unrestricted reprint rights are given as long as any quotes or references credit "William Cline/Cline Group's 2011 Dive Retailer Financial Study."

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OPEN LETTER FROM WILLIAM CLINE

May 1st, 2011

To Whom it May Concern:

This study was commissioned to examine the financial health of dive retailers over the last three years, plus lay down a base line of collective information for future growth measuring purposes. All surveys were collected via internet-based collection systems, using research-industry standard techniques for collection, tabulation and analysis. All data within this report has been carefully examined, and to the best of my professional knowledge, is valid and correct as shown.

Cordially,

A handwritten signature in black ink, appearing to read "William Cline", with a stylized flourish at the end.

William Cline
President



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II. Study Introduction and Objectives

For the last five years, Cline Group has been sending a quarterly business survey to over 10,000 email addresses around the world across all sectors of the recreational scuba diving industry. The surveys create a snapshot on a quarterly basis for retailing, travel, manufacturing, training, etc. Plus the "Cline Quarterly Industry Survey" forecasts 'feelings' for the future quarter, offering the industry's only forecasting tool for the dive business.

As a result of the recent 4th Quarter 2010 survey results e-mailer, I was approached by a dive shop owner, Joel Silverstein from Tech Diving Ltd. in Lake Havasu City, AZ, and asked if I would consider doing a special economic survey of dive shops. Mr. Silverstein asked if I would survey specific financial information that has not been typically asked of retailers, of course in a non-identifying manner. After a lot of time back-and-forth, with Joel's help, a survey question set was created.

The survey was launched in February of 2011, and data collected until May 1st, 2011. The data shows important information that will help retailers better manage their personal and corporate financial issues in our current economic cycle. Execution of the survey took about 15 to 20 minutes to complete, and covered 2008, 2009 and 2010 financial and sales data.

The survey form can be seen here:
<http://www.williamcline.com/limesurvey/index.php?sid=14>

As mentioned, no identifying information was collected, and only one person from each retail shop was allowed to complete the survey. The objectives were to collect specific financial data to create a national picture of how retailers have fared with the economy over the last three years.

This survey may be repeated each February, in an attempt to maintain up to date data on the health of dive retailing in the USA and other locations.



III. Statistical Tolerances of Survey Data

In interpreting survey results it should be kept in mind that all surveys are subject to sampling error, that is, the extent to which the results may differ from those that would be obtained if the entire dive retailer population in the U.S. had been interviewed. The size of such sampling errors depends largely on the number of interviews. The following table may be used to determine the allowances that should be made for the sampling error of a percentage. The computed tolerances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results of repeated samplings in the same period could be expected to vary, 80% of the time, assuming the same sampling procedure, the same survey execution, and the same questionnaire were used.

Recommended Allowances for Sampling Error of a Percentage

In Percentage Points (at 80 in 100 confidence level for a sample size of 100)

Total Count.....	80
Percentages near 10%.....	4.4%
Percentages near 20%.....	5.8%
Percentages near 30%.....	6.7%
Percentages near 40%.....	7.1%
Percentages near 50%.....	7.2%
Percentages near 60%.....	7.1%
Percentages near 70%.....	6.7%
Percentages near 80%.....	5.8%
Percentages near 90%.....	4.4%
Overall Average for All Samples.....	6.1% (@ 80% Confidence Level)

Note: Average Sample Error Rates for Individual Groups will be lower than the total, as the error rate is based on the total number of respondents. However, in general, the chances are 80 in 100 that the sampling error is not larger than the figures shown.

The above table should be used as follows for the total sample: If a reported percentage is 22, look at the row labeled "percentages near 20". The number at this point is 5.8, which means that the 22 percent obtained in the sample is subject to a sampling error of plus or minus 5.8 points. Another way of saying it is that very probably (80 times out of 100) the average of repeated samplings would be somewhere between 16.2 and 27.8, with the most likely figure of 22 obtained. All sampling error rates listed in this study are well within acceptable tolerances for a survey of this nature.



IV. Methodology and Questionnaire Development

The retailer questionnaire was developed by jointly by William Cline and Joel Silverstein. Prior industry experience in conducting market studies, as well as specific diving industry expertise was applied to the creation of this survey to ensure accurate data were collected in the most efficient manner possible. Mr. Silverstein provided very specific dive retailer experience and perspective in the creation for many of the questions. This study utilized a web-based survey collection technique, offering no incentive for completing the on-line survey. A copy of the survey is included in the Appendix of this report.

Questionnaire Administration

To accomplish the outlined objectives, a single survey deployment was utilized and sent to a gross list size of 9,000 dive trade-only respondents. Furthermore, Aqua Lung, and PADI also sent the link to their retailers, plus William Cline made a total of three solicitations directly via email. The survey employed IP tracking to prevent multiple surveys from the same IP location or address.

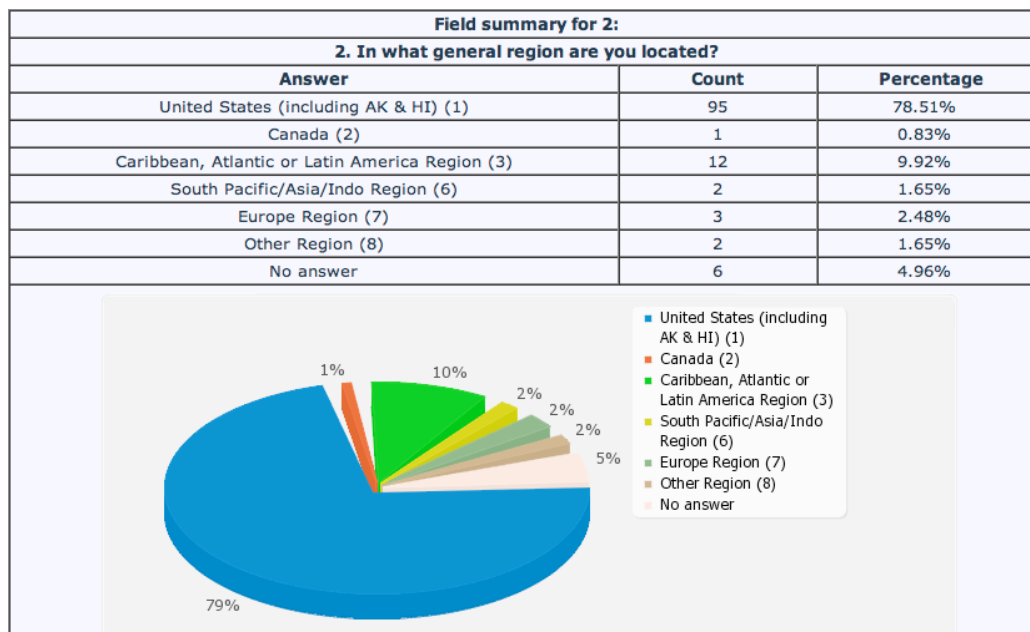
A total of 121 surveys were recorded for this final report, of which 80 were completed by dive retailers specifically. All the respondents to this survey are shown:

1. What best describes your status:		
Answer	Count	Percentage
Dive Retailer (1)	80	66.12%
Independent Dive Instructor (2)	13	10.74%
Dive Resort or Resort-Based Dive Operator (3)	8	6.61%
Dive Wholesaler/Agent or US Booking Office (4)	1	0.83%
Dive Related Manufacturer (5)	2	1.65%
Dive Liveaboard Boat or Charter Boat (6)	3	2.48%
Dive Related Media, Publication, Website (7)	1	0.83%
Dive Training Agency (8)	2	1.65%
Internet Store/Retailer Only (9)	2	1.65%
Other Industry Professional (10)	6	4.96%
No answer	3	2.48%

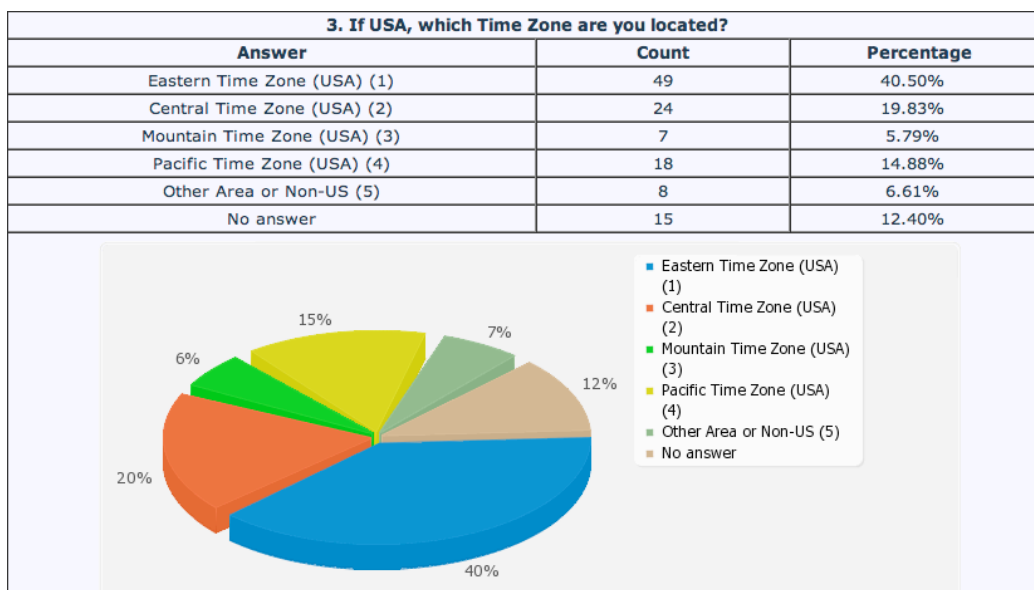
Data Analysis and Report Generation: Caution should be exercised when interpreting data reported on any sample below 50 responses for any given question. Industry-standard data tabulation and analysis software was utilized in the data collection, entry and tabulation process for this report.

V. Sampling Issues and Geographical Groupings for this Study

A cross-section of the entire dive industry was sent this survey. The sample represents a varied and large list of scuba trade. Survey responses from the mailings produced the following Country respondents:



Furthermore, the time-zone breakdown of the respondents is as follows:





VI. Average Store Profile & Demographics

As a summary, listed is the typical demographic profile of the average retailer for this survey:

- a. Gross Income for 2010: \$499,449**
- b. Percentage of 2010 Gross Sales Categories:**
 - 1. Dive Equipment: 44.9%**
 - 2. Dive Travel: 13.9%**
 - 3. Training and Instruction: 23.9%**
 - 4. Service and Airfills: 10.8%**
 - 5. Apparel: 4.0%**
 - 6. Equipment Rentals: 6.1%**
 - 7. Books, DVDs, Misc: 2.0%**
 - 8. On-Line Sales: 5.9%**
 - 9. Other Classification: 6.1%**
- c. How Retailers Purchased Goods from Vendors in 2010:**
 - 1. Open Charge Account: 41.6%**
 - 2. Credit Card: 56.0%**
 - 3. Pre-Pay: 14.7%**
 - 4. COD: 28.2%**
 - 5. Cash/Check: 29.6%**
- d. How Retailers Restocked Their Inventory in 2010:**
 - 1. As Needed: 78.1%**
 - 2. Weekly: 19.0%**
 - 3. Monthly: 22.0%**
 - 4. Advance or Pre-order Programs: 22.0%**
 - 5. Other Method: 0%**



- e. **Retailers Employment Was as Follows for 2010:**
 - 1. **Full-Time Employees: 4**
 - 2. **Part-Time Employees: 3**
 - 3. **Contractors as Needed: 8**
 - 4. **Non-Paid Staff: 5**
- f. **Dive Instructor Staffing in 2010:**
 - 1. **Full-Time Employees: 2**
 - 2. **Part-Time Employees: 5**
 - 3. **Contractors as Needed: 10**
 - 4. **Non-Paid Staff: 3**
- g. **Top 10 Brands by Sales in 2010:**
 - 1. **Scubapro**
 - 2. **Aqua Lung, all lines**
 - 3. **Aeris, Oceanic, Hollis**
 - 4. **Mares**
 - 5. **Trident Mfg.**
 - 6. **Innovative Scuba**
 - 7. **XS Scuba**
 - 8. **Henderson**
 - 9. **Atomic Aquatics**
 - 10. **TUSA**
- h. **Top 5 Training Certification Agencies**
 - 1. **PADI**
 - 2. **SSI**
 - 3. **SDI/TDI**
 - 4. **NAUI**
 - 5. **PDIC**
- i. **Advertising Percentage Expenditure of Gross in 2010: 7.0%**



- j. How Advertising Dollars Were Spent in 2010:**
 - 1. Newspaper Ads: 13.2%**
 - 2. Magazine Ads: 15.6%**
 - 3. Direct Mail: 20.6%**
 - 4. Coupons Offers: 15.7%**
 - 5. Consumer Shows: 12.1%**
 - 6. Email Marketing: 22.0%**
 - 7. Website: 29.8%**
 - 8. Google Adwords: 14.6%**
 - 9. Radio Ads: 10.6%**
 - 10. TV: 11.1%**
 - 11. Other: 32.2%**
- k. Average Amount Debt Load Increased Over The Last 3 Years By: \$20,332**
- l. Number of Years Expected To Take The Company To Payback Loans Made to The Company: 5.2**
- m. Percentage of Personal Income Derived from the Retail Business: 58.4%**
- n. Most Influential Factors in a Decision To Change Vendors: Product Availability and Profit Margin**
- o. Average Store Revenue from Dive Travel Sales in 2010: \$38,177**
- p. Top 5 Dive Destinations Sold in Dive Stores:**
 - 1. Bonaire**
 - 2. Cozumel**
 - 3. Florida / Florida Keys**
 - 4. Cayman Islands & Bahamas (tied)**
 - 5. Fiji, Belize, Other USA Locations (tied)**

Detailed data is presented in the next section.



VII. Study Results

The full data with analysis, where warranted is offered for this data. Each question will be printed in order of survey:

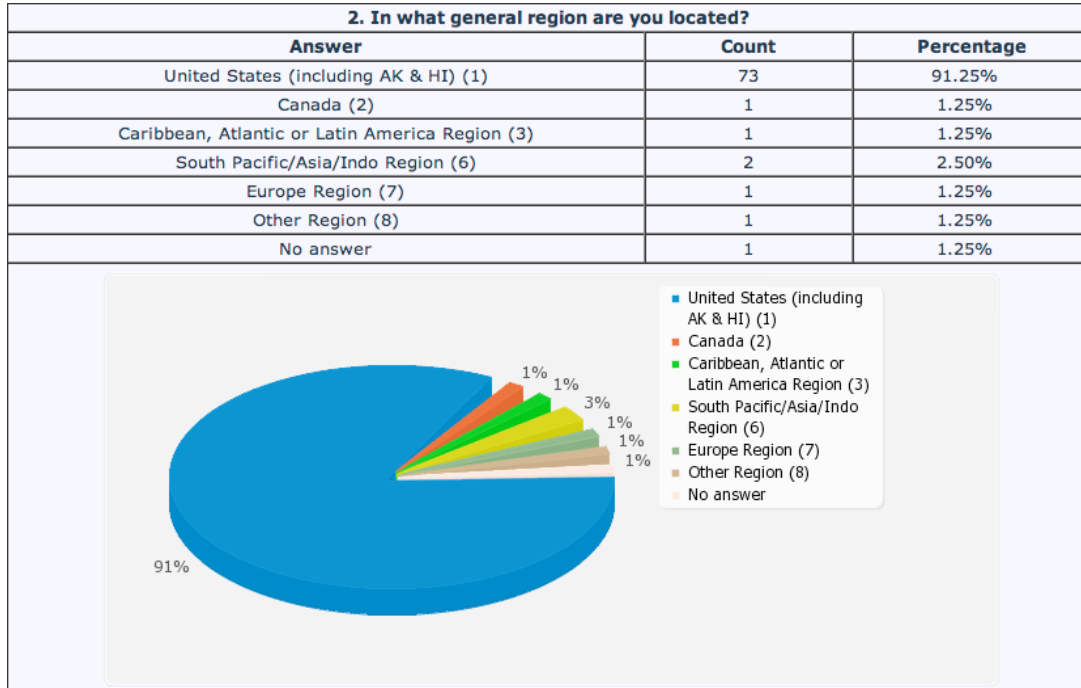
Question 1: What best describes your status

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No answer	3	2.48%

Conclusions:

Although 121 responses were recorded as shown, of which 80 were Dive Retailers, with the rest of this report focusing on the 80 retailer respondents.

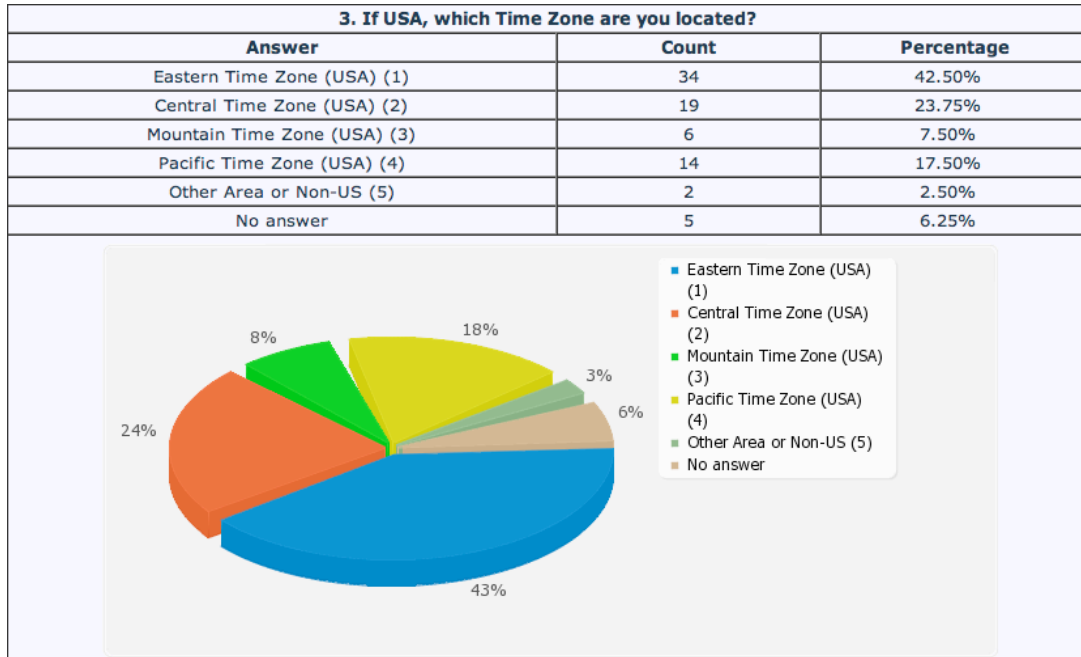
Question 2: In what general region are you located?



Conclusions:

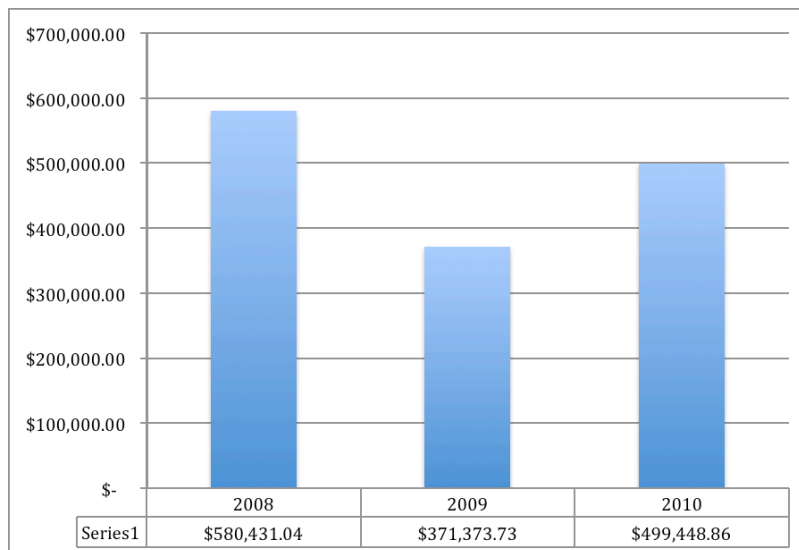
As shown, the 80 retailers were distributed as indicated with 91% being from the USA.

Question 3: If USA, which Time Zone are you located?



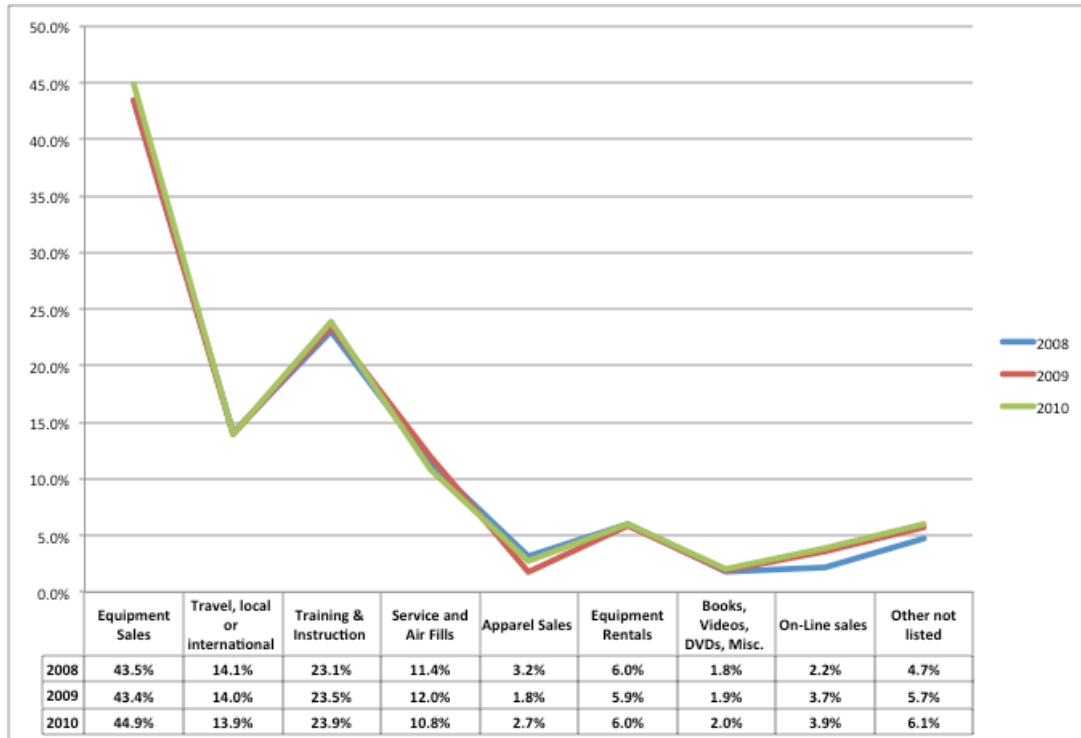
Question 4: What was your total gross income for your shop/retail facility for the following years?

2008 \$580,431
2009 \$371,374
2010 \$499,449





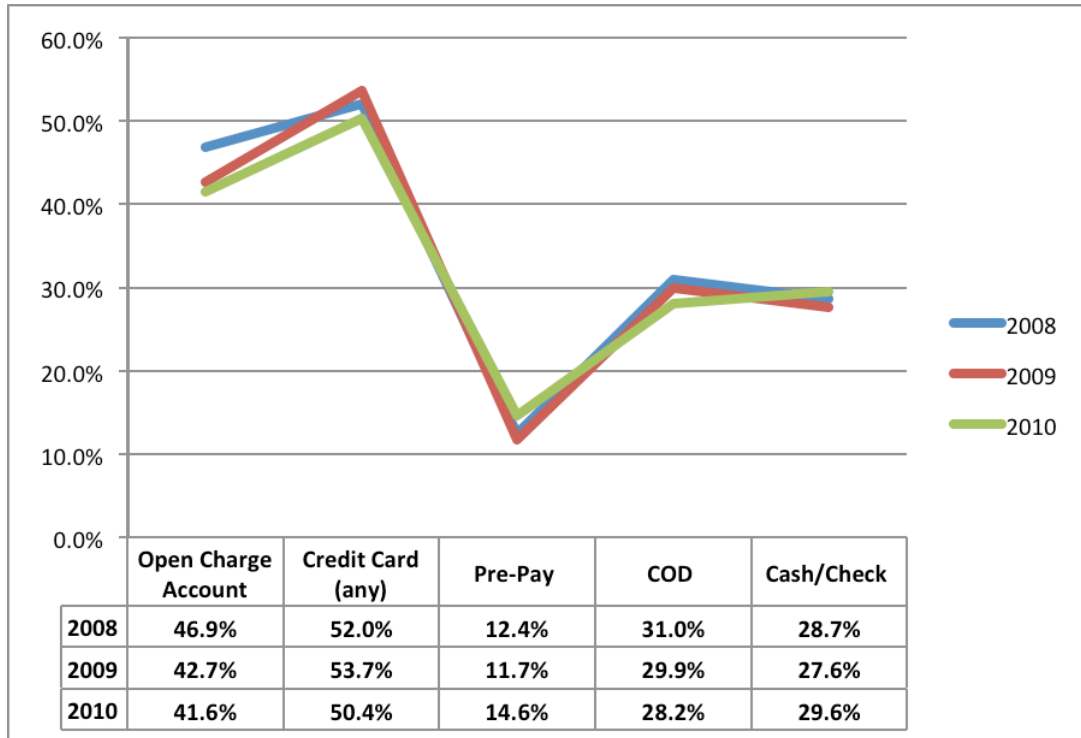
Question 5: How did your Gross breakdown with regard to the following areas of income within your business for 2008, 2009, and 2010?



Conclusion:

As shown, the classification breaks varies little over the last three years.

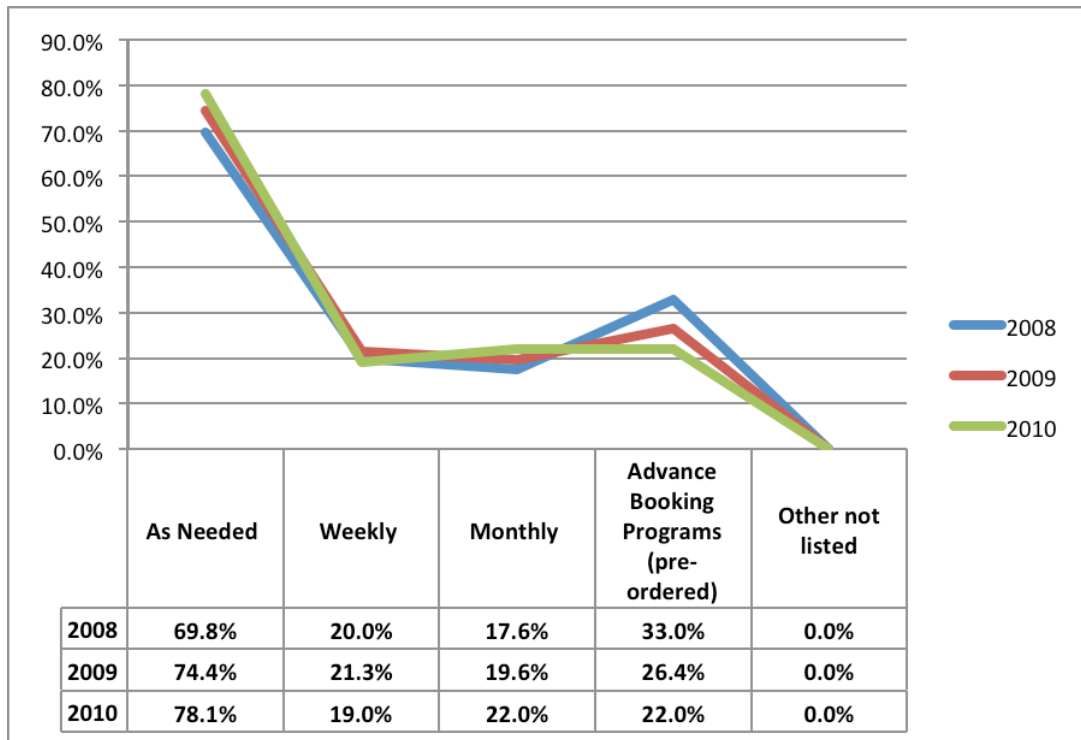
Question 6: What was the method of purchasing from your suppliers/ vendors for your 2008, 2009 & 2010 revenues?



Conclusion:

As shown, the classification breaks varies little over the last three years.

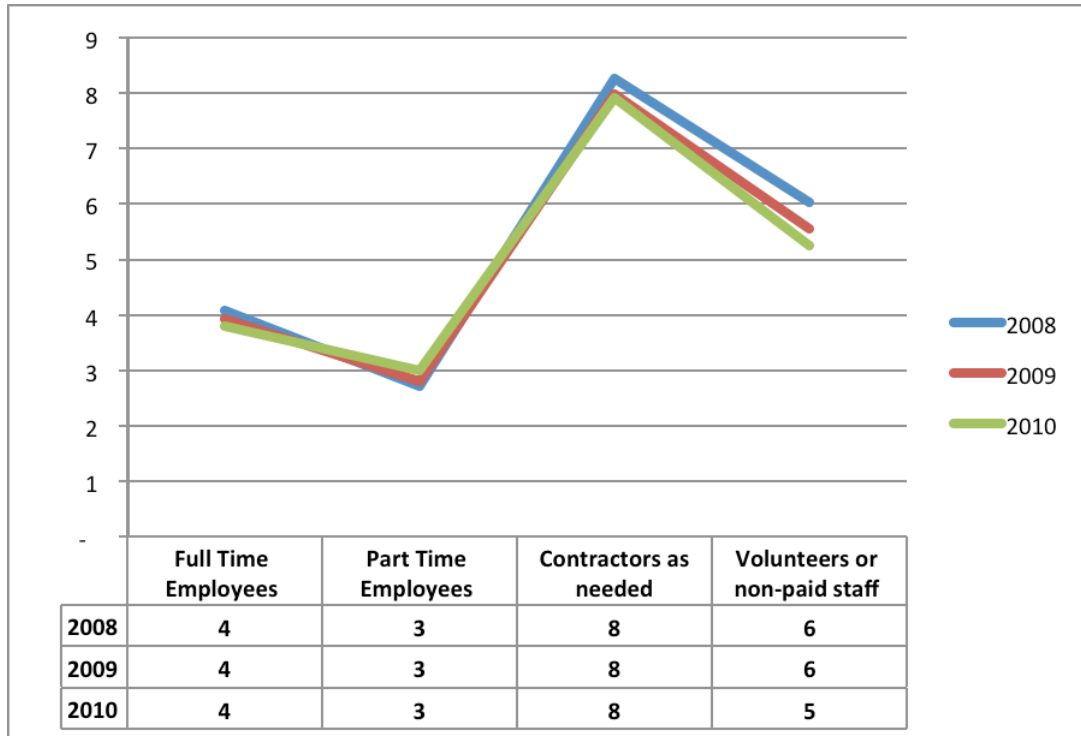
Question 7: How did you restock or order your inventory for 2008, 2009 & 2010?



Conclusion:

Pre-Orders were higher in 2008, as compared to 2010.

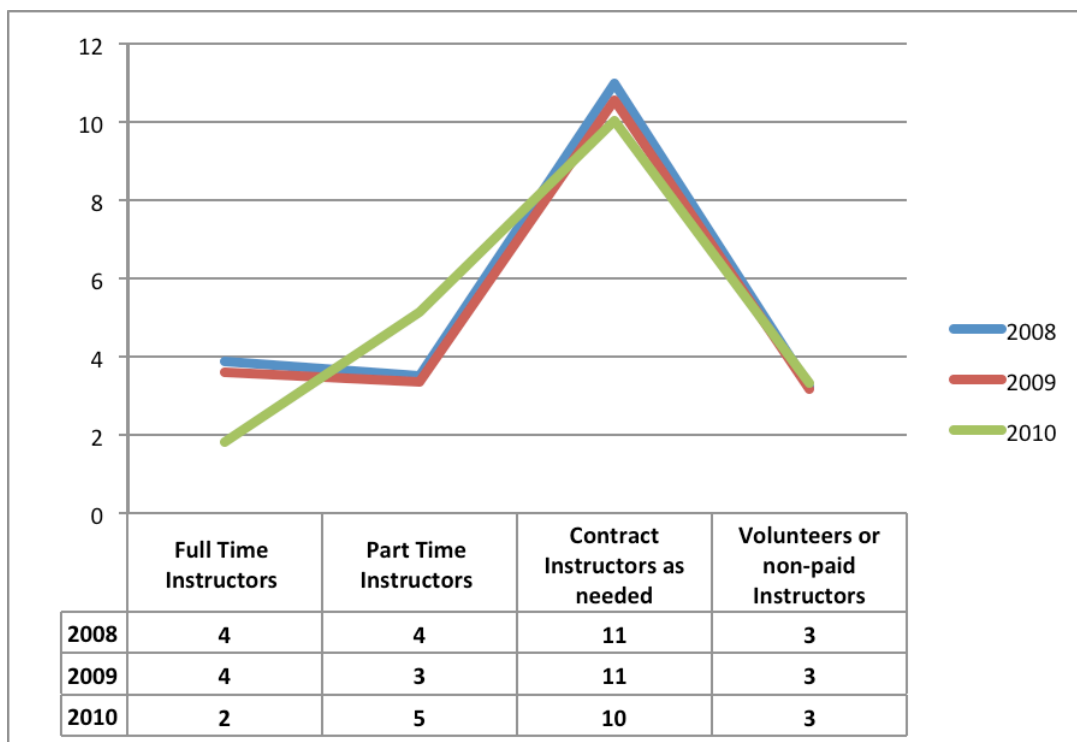
Question 8: In general, what was your store's overall staffing in 2008, 2009 & 2010?



Conclusion:

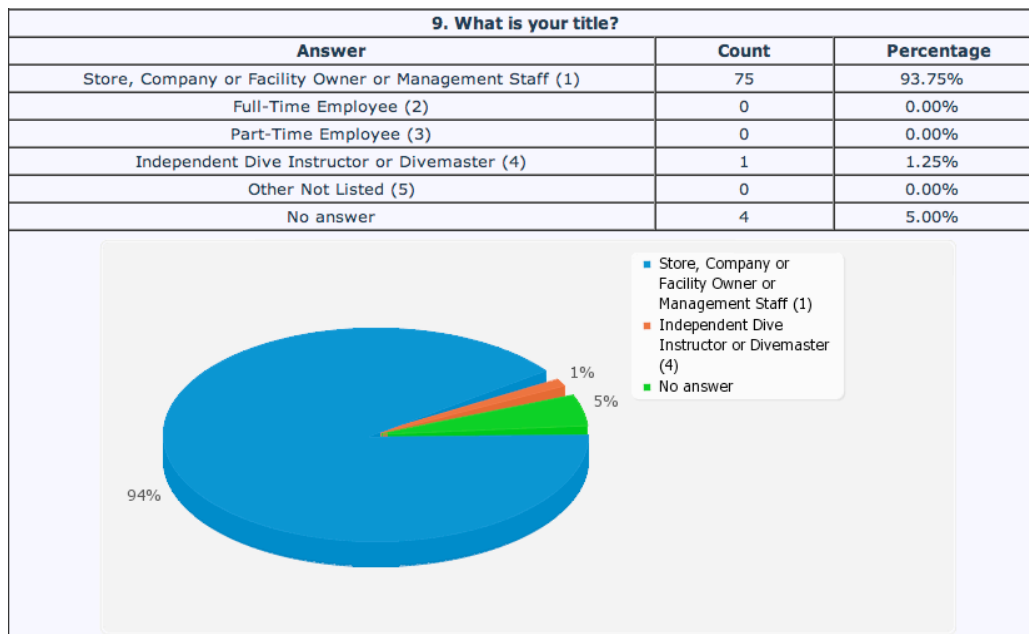
Gross Revenues were 14% less in 2010 as compared to 2008, yet staffing stayed very similar, indicating a much less profitable year.

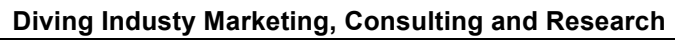
Question 9: In general, what was your dive instructor specific staffing in 2008, 2009 & 2010?





Question 10: 9. What is your title??





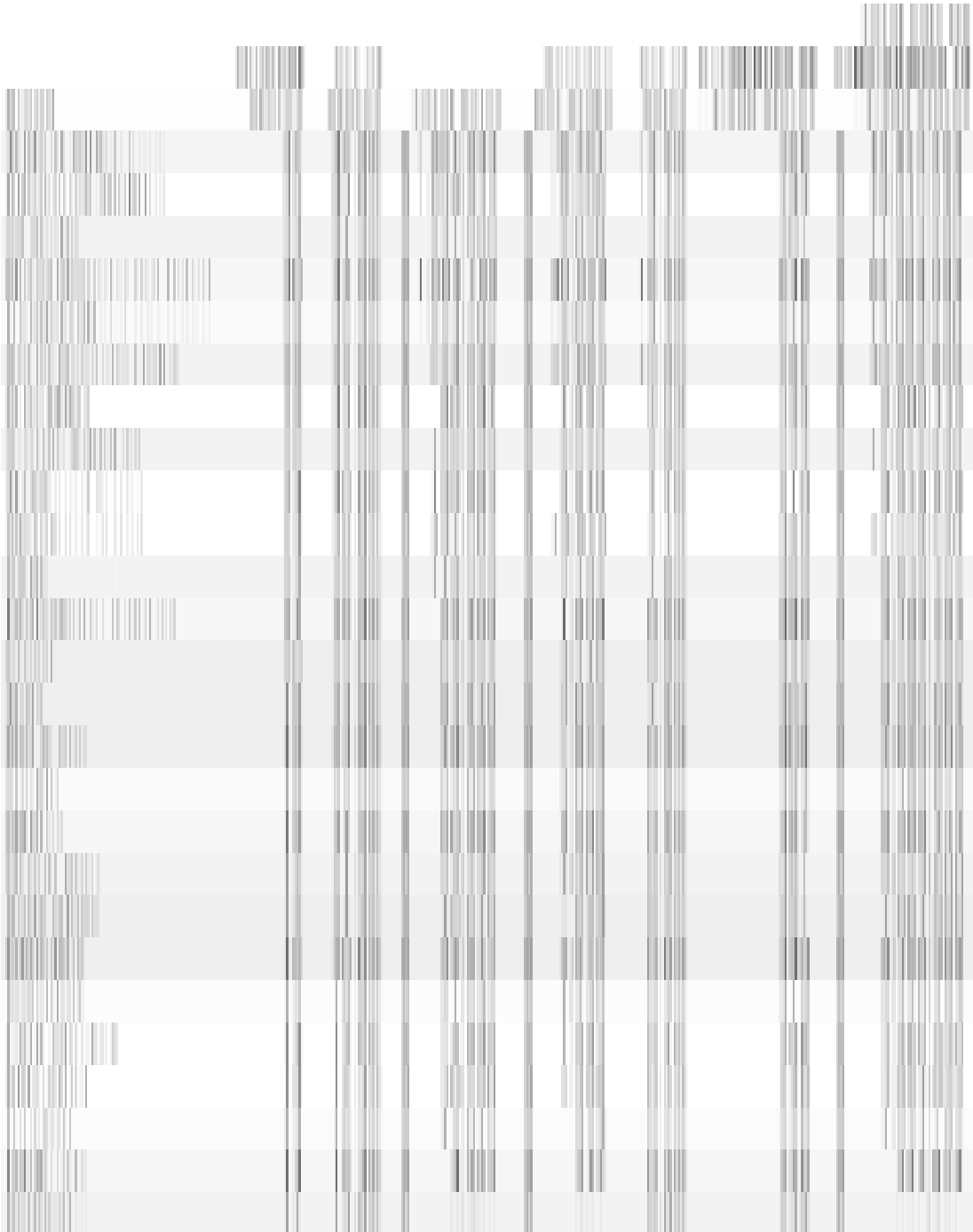
Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099
1990	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099
1991	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	
1992	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064																																					



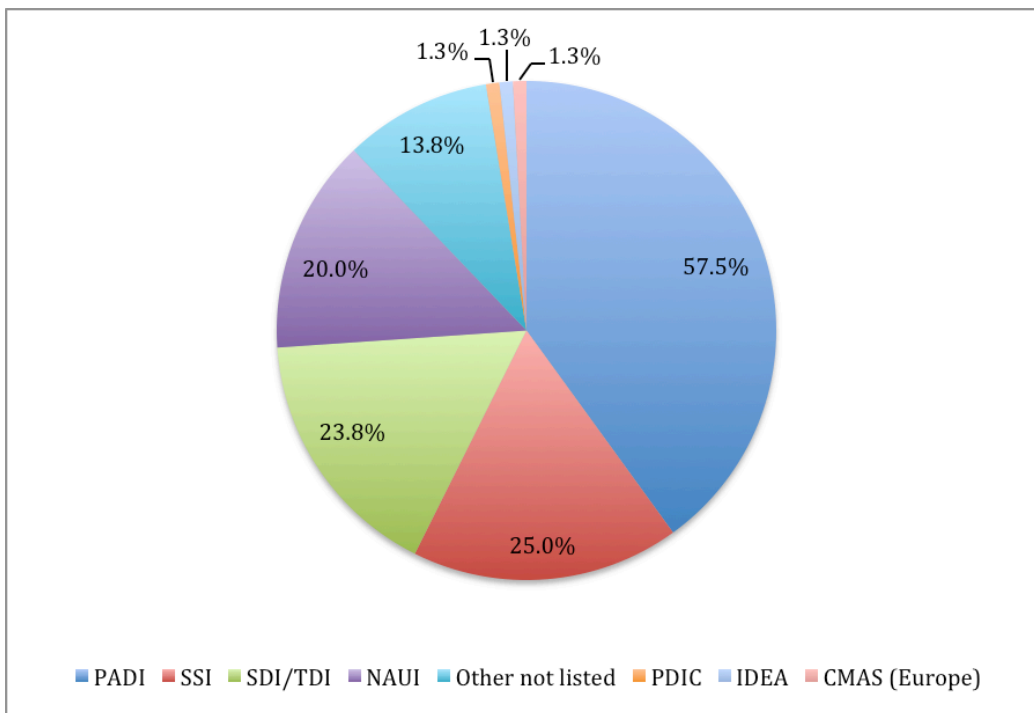
Conclusion:

Sales are shown from the 80 respondents, then extrapolated to a US retail base of 1,700 stores. Although this number is an approximate, it is general understood that there are between 1,500 and 1,800 stores in the USA at the moment. This first list is sorted by sales.

This second listing is sorted by number of stores where the brand is sold:

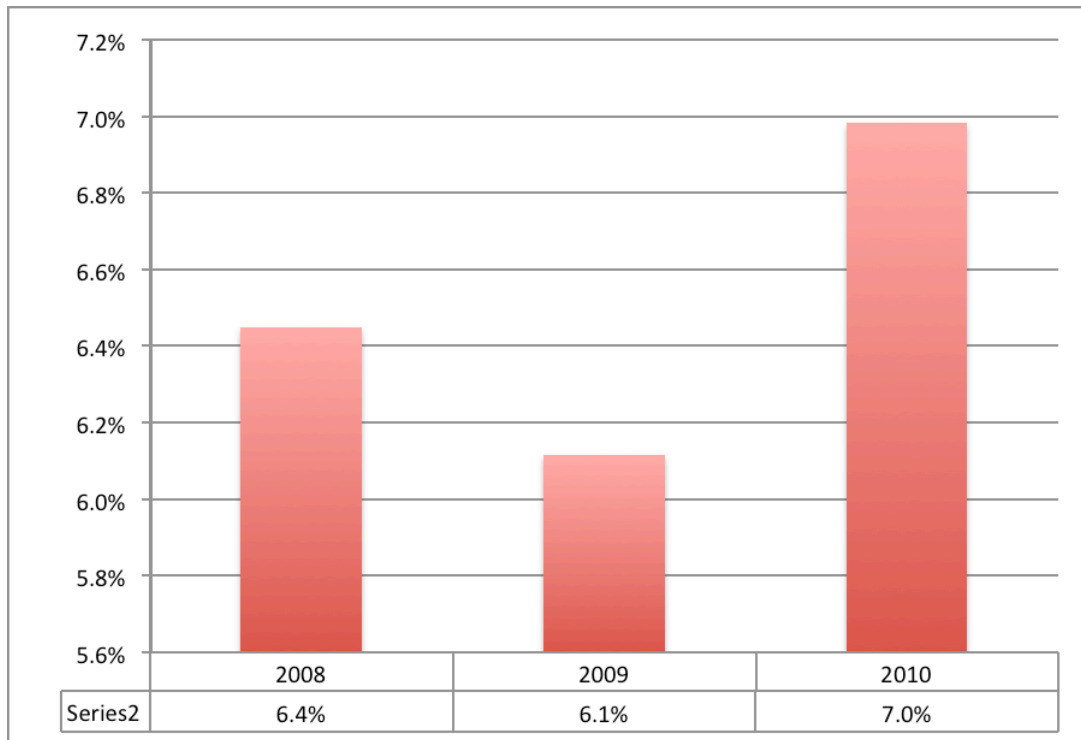


Question 12: Which Training Agencies did you work with in 2010?





Question 13: What percentage of your gross revenues did you spend on overall advertising and marketing for your store for the following in 2008, 2009 & 2010?

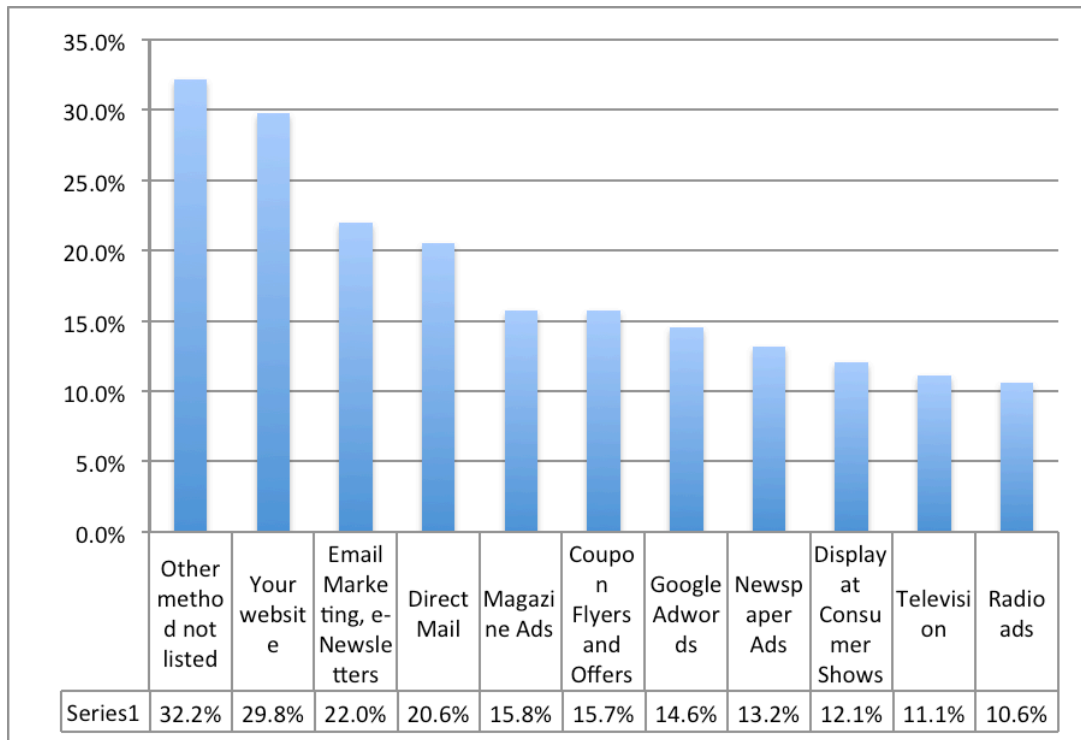


Conclusion:

As indicated, in spite of a 14% drop in revenue from 2008 to 2010, advertising and marketing expenses increase from 6.4% to 7% or an 8.5% increase in expense.



Question 14: How do you spend your advertising and marketing dollars in terms of percentage of your overall advertising budget for the following classifications in 2010?

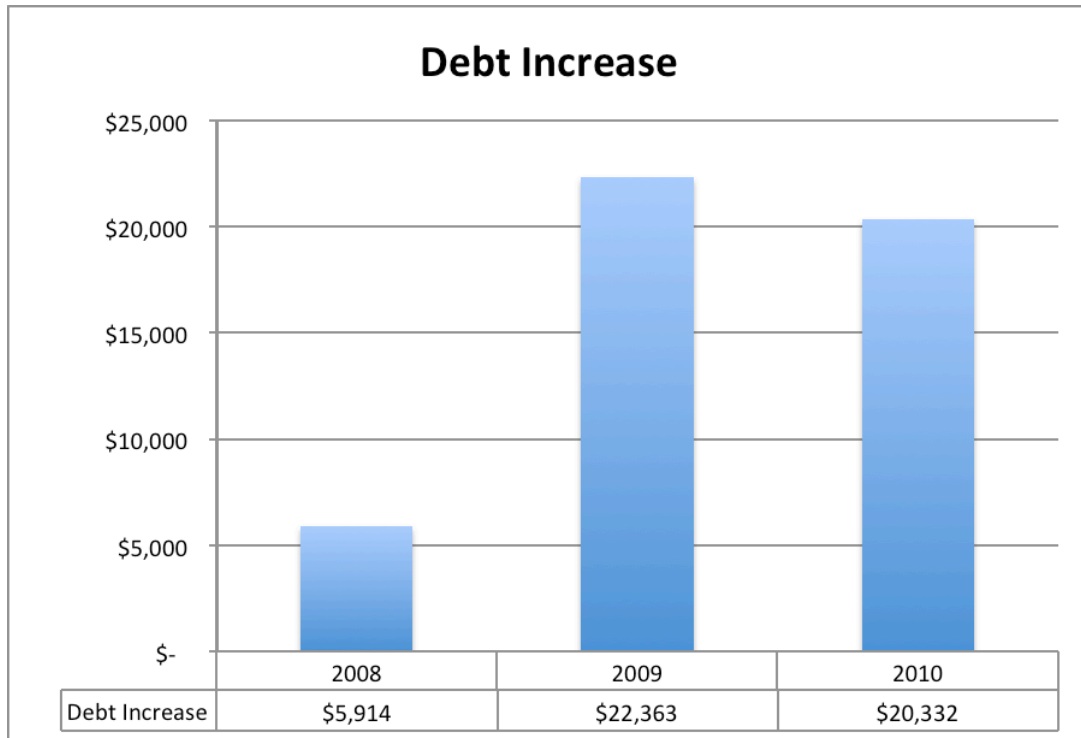


Conclusion:

As indicated, Website and online marketing account for over 65% of their advertising and marketing expense with retailers.



Question 15: Over the last three years, has your company's debt changed?



Conclusion:

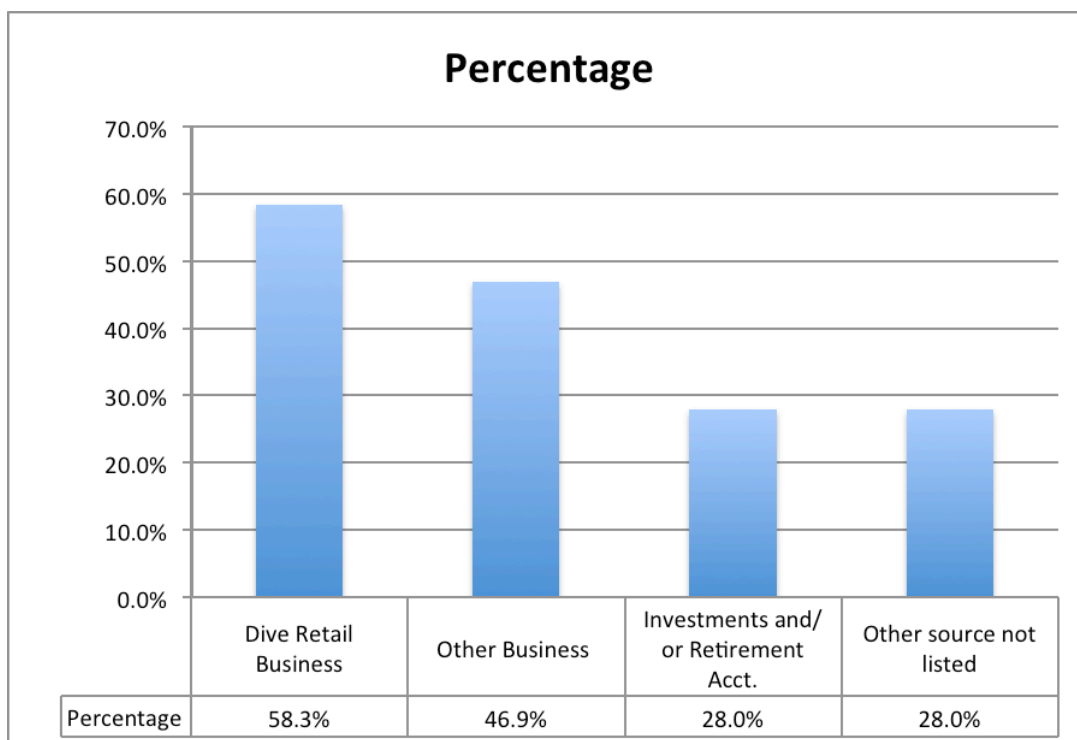
As shown, retailer's debt has increased 344% since in 2010 as compared to 2008.



Question 16: If you have added cash to your company over the last three years, how many years do you expect to get that money back from your company?

Average: 5.2 years

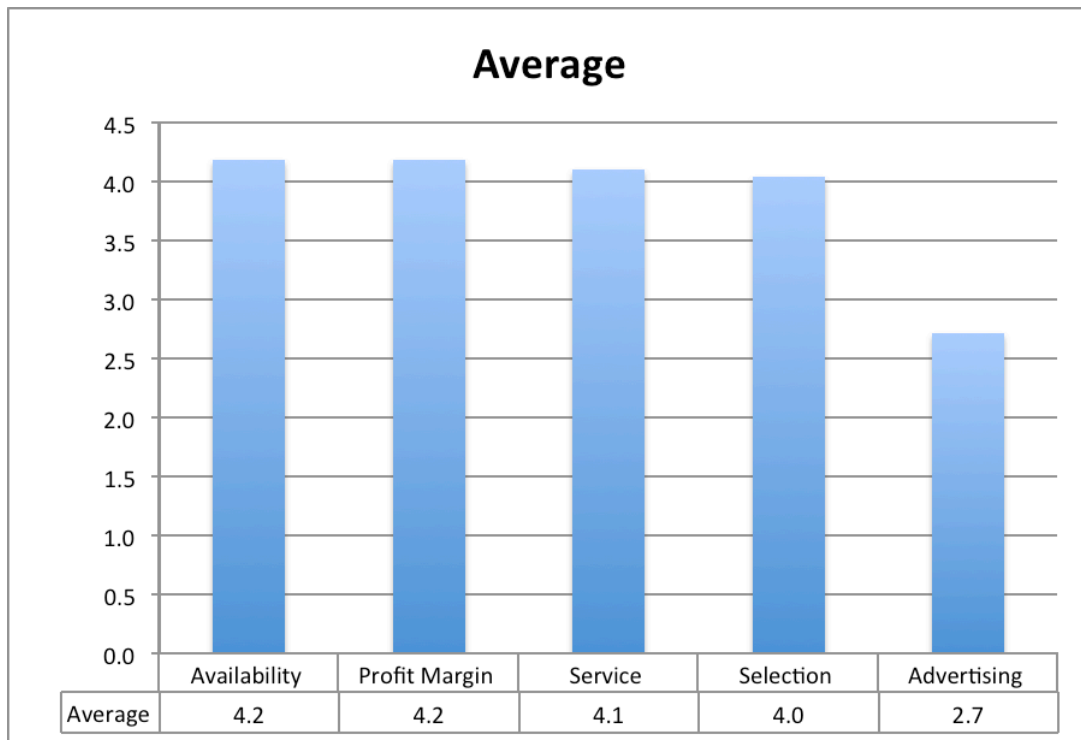
Question 17: What percentage of your 2010 personal income is derived from the following?



Conclusion:

Respondents count on the dive store for their majority source of income, as indicated.

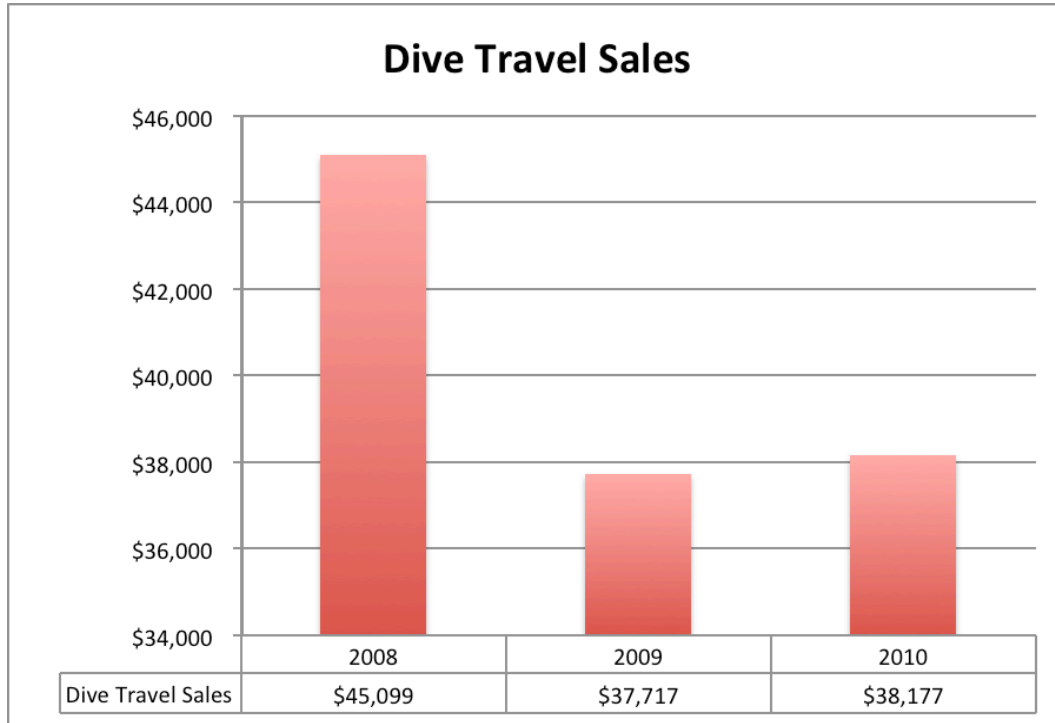
Question 18: On a scale from 1 to 5, with 1 being the least important, and 5 being the most important, how do these factors influence your decision to change suppliers/vendors?



Conclusion:

As reported, availability and profit margin are the two most important factors in selecting or switching vendors.

Question 19: How much in gross dollars has your store sold in dive travel, either individually or in groups to destinations where the trip lasted 3 nights or longer?



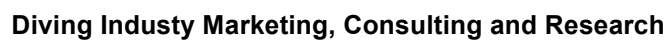
Conclusion:

As reported, availability and profit margin are the two most important factors in selecting or switching vendors.



Question 20: How much in dollars did your company sell in terms of Dive Travel to these destinations in 2010?

Destination sales are tabulated by both sales, as well as number of stores that sell that destination. Both tables are included on the following pages.



Dallas • Ft. Lauderdale www.williamcline.com



Diving Industry Marketing, Consulting and Research		Diving Industry Marketing, Consulting and Research		Diving Industry Marketing, Consulting and Research	
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	41	42
43	44	45	46	47	48
49	50	51	52	53	54
55	56	57	58	59	60
61	62	63	64	65	66
67	68	69	70	71	72
73	74	75	76	77	78
79	80	81	82	83	84
85	86	87	88	89	90
91	92	93	94	95	96
97	98	99	100	101	102
103	104	105	106	107	108
109	110	111	112	113	114
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247	248	249	250	251	252
253	254	255	256	257	258
259	260	261	262	263	264
265	266	267	268	269	270
271	272	273	274	275	276
277	278	279	280	281	282
283	284	285	286	287	288
289	290	291	292	293	294
295	296	297	298	299	300
301	302	303	304	305	306
307	308	309	310	311	312
313	314	315	316	317	318
319	320	321	322	323	324
325	326	327	328	329	330
331	332	333	334	335	336
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349	350	351	352	353	354
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373	374	375	376	377	378
379	380	381	382	383	384
385	386	387	388	389	390
391	392	393	394	395	396
397	398	399	400	401	402
403	404	405	406	407	408
409	410	411	412	413	414
415	416	417	418	419	420
421	422	423	424	425	426
427	428	429	430	431	432
433	434	435	436	437	438
439	440	441	442	443	444
445	446	447	448	449	450
451	452	453	454	455	456
457	458	459	460	461	462
463	464	465	466	467	468
469	470	471	472	473	474
475	476	477	478	479	480
481	482	483	484	485	486
487	488	489	490	491	492
493	494	495	496	497	498
499	500	501	502	503	504
505	506	507	508	509	510
511	512	513	514	515	516
517	518	519	520	521	522
523	524	525	526	527	528
529	530	531	532	533	534
535	536	537	538	539	540
541	542	543	544	545	546
547	548	549	550	551	552
553	554	555	556	557	558
559	560	561	562	563	564
565	566	567	568	569	570
571	572	573	574	575	576
577	578	579	580	581	582
583	584	585	586	587	588
589	590	591	592	593	594
595	596	597	598	599	600
601	602	603	604	605	606
607	608	609	610	611	612
613	614	615	616	617	618
619	620	621	622	623	624
625	626	627	628	629	630
631	632	633	634	635	636
637	638	639	640	641	642
643	644	645	646	647	648
649	650	651	652	653	654
655	656	657	658	659	660
661	662	663	664	665	666
667	668	669	670	671	672
673	674	675	676	677	678
679	680	681	682	683	684
685	686	687	688	689	690
691	692	693	694	695	696
697	698	699	700	701	702
703	704	705	706	707	708
709	710	711	712	713	714
715	716	717	718	719	720
721	722	723	724	725	726
727	728	729	730	731	732
733	734	735	736	737	738
739	740	741	742	743	744
745	746	747	748	749	750
751	752	753	754	755	756
757	758	759	760	761	762
763	764	765	766	767	768
769	770	771	772	773	774
775	776	777	778	779	780
781	782	783	784	785	786
787	788	789	790	791	792
793	794	795	796	797	798
799	800	801	802	803	804
805	806	807	808	809	810
811	812	813	814	815	816
817	818	819	820	821	822
823	824	825	826	827	828
829	830	831	832	833	834
835	836	837	838	839	840
841	842	843	844	845	846
847	848	849	850	851	852
853	854	855	856	857	858
859	860	861	862	863	864
865	866	867	868	869	870
871	872	873	874	875	876
877	878	879	880	881	882
883	884	885	886	887	888
889	890	891	892	893	894
895	896	897	898	899	900
901	902	903	904	905	906
907	908	909	910	911	912
913	914	915	916	917	918
919	920	921	922	923	924
925	926	927	928	929	930
931	932	933	934	935	936
937	938	939	940	941	942
943	944	945	946	947	948
949	950	951	952	953	954
955	956	957	958	959	960
961	962	963	964	965	966
967	968	969	970	971	972
973	974	975	976	977	978
979	980	981	982	983	984
985	986	987	988	989	990
991	992	993	994	995	996
997	998	999	1000	1001	1002
1003	1004	1005	1006	1007	1008
1009	1010	1011	1012	1013	1014
1015	1016	1017	1018	1019	1020
1021	1022	1023	1024	1025	1026
1027	1028	1029	1030	1031	1032
1033	1034	1035	1036	1037	1038
1039	1040	1041	1042	1043	1044
1045	1046	1047	1048	1049	1050
1051	1052	1053	1054	1055	1056
1057	1058	1059	1060	1061	1062
1063	1064	1065	1066	1067	1068
1069	1070	1071	1072	1073	1074
1075	1076	1077	1078	1079	1080
1081	1082	1083	1084	1085	1086
1087	1088	1089	1090	1091	1092
1093	1094	1095	1096	1097	1098
1099	1100	1101	1102	1103	1104
1105	1106	1107	1108	1109	1110
1111	1112	1113	1114	1115	1116
1117	1118	1119	1120	1121	1122
1123	1124	1125	1126	1127	1128
1129	1130	1131	1132	1133	1134
1135	1136	1137	1138	1139	1140
1141	1142	1143	1144	1145	1146
1147	1148	1149	1150	1151	1152
1153	1154	1155	1156	1157	1158
1159	1160	1161	1162	1163	1164
1165	1166	1167	1168	1169	1170
1171	1172	1173	1174	1175	1176
1177	1178	1179	1180	1181	1182
1183	1184	1185	1186	1187	1188
1189	1190	1191	1192	1193	1194
1195	1196	1197	1198	1199	1200
1201	1202	1203	1204	1205	1206
1207	1208	1209	1210	1211	1212
1213	1214	1215	1216	1217	1218
1219	1220	1221	1222	1223	1224
1225	1226	1227	1228	1229	1230
1231	1232	1233	1234	1235	1236
1237	1238	1239	1240	1241	1242
1243	1244	1245	1246	1247	1248
1249	1250	1251	1252	1253	1254
1255	1256	1257	1258	1259	1260
1261	1262	1263	1264	1265	1266
1267	1268	1269	1270	1271	1272
1273	1274	1275	1276	1277	1278
1279	1280	1281	1282	1283	1284
1285	1286	1287	1288	1289	1290
1291	1292	1293	1294	1295	1296
1297	1298	1299	1300	1301	1302
1303	1304	1305	1306	1307	1308
1309	1310	1311	1312	1313	1314
1315	1316	1317	1318	1319	1320
1321	1322	1323	1324	1325	1326
1327	1328	1329	1330	1331	1332
1333	1334	1335	1336	1337	1338
1339	1340	1341	1342	1343	1344
1345	1346	1347	1348	1349	1350
1351	1352	1353	1354	1355	1356
1357	1358	1359	1360	1361	1362
1363	1364	1365	1366	1367	1368



VIII. Appendix A: Questionnaire

<http://www.williamcline.com/limesurvey/index.php?sid=14&lang=en>



Dive Retailer Sales and Finance Survey



Dear Dive Retailer,

We are conducting a special Dive Retailer sales study. The results will be published for FREE as soon as I reach 300 responses. There is NO IDENTIFYING information collected, as I have no idea who completes the survey.

In exchange for this information, you can compare your results to other retailers across the USA.

Again, this is a blind survey, as no identifying information is asked within this survey. All responses are anonymous.

Thanks in Advance for your help.

Best Regards,

William Cline
Cline Group Diving Industry Research
972-267-6700, ext. 14
Diving Industry Specialized Marketing & Consulting
research@clinegroup.net

A Note On Privacy

This survey is anonymous.

The record kept of your survey responses does not contain any identifying information about you unless a specific question in the survey has asked for this. If you have responded to a survey that used an identifying token to allow you to access the survey, you can rest assured that the identifying token is not kept with your responses. It is managed in a separate database, and will only be updated to indicate that you have (or haven't) completed this survey. There is no way of matching identification tokens with survey responses in this survey.



Please Complete As Accurately As Possible

*

1. What best describes your status:

Choose one of the following answers

☐ Dive Retailer

- ☐ Independent Dive Instructor
- ☐ Dive Resort or Resort-Based Dive Operator
- ☐ Dive Wholesaler/Agent or US Booking Office
- ☐ Dive Related Manufacturer
- ☐ Dive Liveaboard Boat or Charter Boat
- ☐ Dive Related Media, Publication, Website
- ☐ Dive Training Agency
- ☐ Internet Store/Retailer Only
- ☐ Other Industry Professional

2. In what general region are you located?

Choose one of the following answers

- ☐ United States (including AK & HI)
- ☐ Canada
- ☐ Caribbean, Atlantic or Latin America Region
- ☐ South Pacific/Asia/Indo Region
- ☐ Europe Region
- ☐ Other Region
- ☒ No answer



3. If USA, which Time Zone are you located?

Choose one of the following answers

- ☐ Eastern Time Zone (USA)
- ☐ Central Time Zone (USA)
- ☐ Mountain Time Zone (USA)
- ☐ Pacific Time Zone (USA)
- ☐ Other Area or Non-US
- ☒ No answer

4. What was your total gross income for your shop/retail facility for the following years?

(no operator identifying information is collected)

Only numbers may be entered in these fields

2010 Gross Revenues

2009 Gross Revenues

2008 Gross Revenues

? Please enter whole numbers only (i.e. \$150,000 would be entered as 150000)



5. How did your 2010 Gross breakdown with regard to the following areas of income within your business?

Only numbers may be entered in these fields

Equipment Sales	<input type="text"/>
Travel, local or international	<input type="text"/>
Training & Instruction	<input type="text"/>
Service and Air Fills	<input type="text"/>
Apparel Sales	<input type="text"/>
Equipment Rentals	<input type="text"/>
Books, Videos, DVDs, Misc.	<input type="text"/>
On-Line sales	<input type="text"/>
Other not listed	<input type="text"/>

? Please enter percentages only, so 33% would be entered as 33.

5. How did your 2009 Gross breakdown with regard to the following areas of income within your business?

Only numbers may be entered in these fields

Equipment Sales	<input type="text"/>
Travel, local or international	<input type="text"/>
Training & Instruction	<input type="text"/>
Service and Air Fills	<input type="text"/>

Apparel Sales	<input type="text"/>
Equipment Rentals	<input type="text"/>
Books, Videos, DVDs, Misc.	<input type="text"/>
On-Line sales	<input type="text"/>
Other not listed	<input type="text"/>

? Please enter percentages only, so 33% would be entered as 33.



5c. How did your 2008 Gross breakdown with regard to the following areas of income within your business?

Only numbers may be entered in these fields

Equipment Sales	<input type="text"/>
Travel, local or international	<input type="text"/>
Training & Instruction	<input type="text"/>
Service and Air Fills	<input type="text"/>
Apparel Sales	<input type="text"/>
Equipment Rentals	<input type="text"/>
Books, Videos, DVDs, Misc.	<input type="text"/>
On-Line sales	<input type="text"/>
Other not listed	<input type="text"/>

? Please enter percentages only, so 33% would be entered as 33.

6. What was the method of purchasing from your suppliers/vendors for your 2010 revenues?

Only numbers may be entered in these fields

Open Charge Account	<input type="text"/>
Credit Card (any)	<input type="text"/>
Pre-Pay	<input type="text"/>
COD	<input type="text"/>
Cash/Check	<input type="text"/>

? Please enter a percentage, for 33% please enter 33.



6b. What was the method of purchasing from your suppliers/vendors for your 2009 revenues?

Only numbers may be entered in these fields

Open Charge Account	<input type="text"/>
Credit Card (any)	<input type="text"/>
Pre-Pay	<input type="text"/>
COD	<input type="text"/>
Cash/Check	<input type="text"/>

? Please enter a percentage, for 33% please enter 33.

6c. What was the method of purchasing from your suppliers/vendors for your 2008 revenues?

Only numbers may be entered in these fields

Open Charge Account	<input type="text"/>
Credit Card (any)	<input type="text"/>
Pre-Pay	<input type="text"/>
COD	<input type="text"/>
Cash/Check	<input type="text"/>

? Please enter a percentage, for 33% please enter 33.



7. How did you restock or order your inventory for 2010?

Only numbers may be entered in these fields

As Needed

Weekly

Monthly

Advance Booking Programs (pre-ordered)

Other not listed

? Please enter a percentage in whole numbers, so 33% would be entered as 33.

7b. How did you restock or order your inventory for 2009?

Only numbers may be entered in these fields

As Needed

Weekly

Monthly

Advance Booking Programs (pre-ordered)

Other not listed

? Please enter a percentage in whole numbers, so 33% would be entered as 33.

7b. How did you restock or order your inventory for 2008?

Only numbers may be entered in these fields

As Needed

Weekly

Monthly

Advance Booking Programs (pre-ordered)

Other not listed



Monthly

Advance Booking Programs (pre-ordered)

Other not listed

? Please enter a percentage in whole numbers, so 33% would be entered as 33.

9. In general, what was your store's overall staffing in 2010?

Only numbers may be entered in these fields

Full Time Employees

Part Time Employees

Contractors as needed

Volunteers or non-paid staff

? Please enter a whole number.

9b. In general, what was your store's overall staffing in 2009?

Only numbers may be entered in these fields

Full Time Employees

Part Time Employees

Contractors as needed

Volunteers or non-paid staff

? Please enter a whole number.



9c. In general, what was your store's overall staffing in 2008?

Only numbers may be entered in these fields

Full Time Employees	<input type="text"/>
Part Time Employees	<input type="text"/>
Contractors as needed	<input type="text"/>
Volunteers or non-paid staff	<input type="text"/>

? Please enter a whole number.

10. In general, what was your dive instructor specific staffing in 2010?

Only numbers may be entered in these fields

Full Time Instructors	<input type="text"/>
Part Time Instructors	<input type="text"/>
Contract Instructors as needed	<input type="text"/>
Volunteers or non-paid Instructors	<input type="text"/>

? Please enter a whole number.

10b. In general, what was your dive instructor specific staffing in 2009?

Only numbers may be entered in these fields

Full Time Instructors	<input type="text"/>
Part Time Instructors	<input type="text"/>
Contract Instructors as needed	<input type="text"/>
Volunteers or non-paid Instructors	<input type="text"/>

? Please enter a whole number.



10c. In general, what was your dive instructor specific staffing in 2008?

Only numbers may be entered in these fields

Full Time Instructors	<input type="text"/>
Part Time Instructors	<input type="text"/>
Contract Instructors as needed	<input type="text"/>
Volunteers or non-paid Instructors	<input type="text"/>

? Please enter a whole number.

11. What is your store's SALES revenues for the major dive brands you sold in 2010?

Only numbers may be entered in these fields

Aeris, Oceanic, Hollis	<input type="text"/>
Aqua Lung, all lines	<input type="text"/>
Atomic Aquatics	<input type="text"/>
BARE	<input type="text"/>
Blue Steel	<input type="text"/>
Beuchat	<input type="text"/>
Body Glove	<input type="text"/>
Cochran	<input type="text"/>
Cressi	<input type="text"/>
Dive Rite	<input type="text"/>
DUI	<input type="text"/>
Edge-Hog	<input type="text"/>

Genesis	<input type="text"/>
Halcyon	<input type="text"/>
Henderson	<input type="text"/>
Innovative Scuba	<input type="text"/>
IST Sports	<input type="text"/>



Light Monkey

Mares

Ocean Reef



OTS	<input type="text"/>
Pelican	<input type="text"/>
Poseldon	<input type="text"/>
ScubaMax	<input type="text"/>
Scubapro	<input type="text"/>
Sea & Sea	<input type="text"/>
Sherwood Scuba	<input type="text"/>
Tilos	<input type="text"/>
Trident Mfg.	<input type="text"/>
TUSA	<input type="text"/>
Underwater Kinetics	<input type="text"/>
USIA	<input type="text"/>
Whites	<input type="text"/>
XS Scuba	<input type="text"/>
Zeagle	<input type="text"/>
Other brand(s) not listed	<input type="text"/>

? Please enter dollars in whole numbers, i.e. 28,322 would be 28322

12. Which Training Agencies did you work with in 2010?

Check any that apply

- ☐ PADI
- ☐ NAUI
- ☐ SSI

-
- ☐ SDI/TDI
 - ☐ PDIC
 - ☐ IDEA
 - ☐ DAN
 - ☐ ACUC (Canadian)
 - ☐ Barakuda (Germany)



- ☐ Barakuda (Germany)
- ☐ NASDS (Germany)
- ☐ PSS (Germany)
- ☐ SNSI (Egypt)
- ☐ CMAS (Europe)
- ☐ Other not listed



13. What percentage of your gross revenues did you spend on overall advertising and marketing for your store for the following years?

Only numbers may be entered in these fields

2010

2009

2008



Please enter a percentage in the form of a whole number, so 34% would be entered as 34.

14. How do you spend your advertising and marketing dollars in terms of percentage of your overall advertising budget for the following (in 2010)?

Only numbers may be entered in these fields

Newspaper Ads

Magazine Ads

Direct Mail

Coupon Flyers and Offers

Display at Consumer Shows

Email Marketing, e-Newsletters



Your website

Google Adwords

Radio ads

Television

Other method not listed

? Please enter a whole number for percentage, for 13% enter 13.

15. Over the last three years, has your company's debt changed?

Only numbers may be entered in these fields

2010 debt decreased by \$

2010 debt increased by \$

2009 debt increased by \$

2009 debt decreased by \$

2008 debt increased by \$

2008 debt decreased by \$

?

16. If you have added cash to your company over the last three years, how many years do you expect to get that money back from your company?

Only numbers may be entered in this field

? Please enter a whole number, for 5 years, enter 5.



17. What percentage of your 2010 personal income is derived from the following?

Only numbers may be entered in these fields

Dive Retail Business

Other Business

Investments and/or Retirement Acct.

Other source not listed

? Please enter a whole number for a percentage, i.e. 50% would be 50.

18. On a scale from 1 to 5, with 1 being the least important, and 5 being the most important, how do these factors influence your decision to change suppliers/vendors?

	1	2	3	4	5	No answer
Selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profit Margin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

?

19. How much in gross dollars has your store sold in dive travel, either individually or in groups to destinations where the trip lasted 3 nights or longer?

Only numbers may be entered in these fields

2010 Dive Travel Revenues

2009 Dive Travel Revenues

2008 Dive Travel Revenues



20. How much in dollars did your company sell in terms of Dive Travel to these destinations in 2010?

Only numbers may be entered in these fields

Aruba	<input type="text"/>
Australia	<input type="text"/>
Bahamas	<input type="text"/>
Barbados	<input type="text"/>

Bay Islands, Hond,	<input type="text"/>
Belize	<input type="text"/>
Bermuda	<input type="text"/>
Bonaire	<input type="text"/>
BVI	<input type="text"/>
Cancun/Playa/Riviera	<input type="text"/>
Cayman Islands	<input type="text"/>
Costa Rica	<input type="text"/>
Cozumel	<input type="text"/>
Curacao	<input type="text"/>
Dominica	<input type="text"/>
Dominican Republic	<input type="text"/>
Fiji	<input type="text"/>
French Polynesia	<input type="text"/>
Galapagos	<input type="text"/>
Grenada	<input type="text"/>
Guam	<input type="text"/>
Hawaii	<input type="text"/>
Indonesia	<input type="text"/>
Malaysia	<input type="text"/>
Maldives	<input type="text"/>
Micronesia	<input type="text"/>



New Zealand	<input type="text"/>
Palau	<input type="text"/>
Papau New Guinea	<input type="text"/>
Philippines	<input type="text"/>
Puerto Rico	<input type="text"/>
Red Sea	<input type="text"/>
Saba	<input type="text"/>
St. Lucia	<input type="text"/>
St. Vincent & the Gren.	<input type="text"/>
Solomon Islands	<input type="text"/>

South Africa	<input type="text"/>
Thailand	<input type="text"/>
Trinidad & Tobago	<input type="text"/>
Turks & Caicos	<input type="text"/>
USVI	<input type="text"/>
Other Intl Destination	<input type="text"/>
Florida (not the Keys)	<input type="text"/>
Florida Keys	<input type="text"/>
Other USA Destination	<input type="text"/>

? Please enter a whole number, so \$124,321 would be entered as 124321.

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