

# SHRINK WRAP SURVEY FACT SHEET

2021 SURVEY OF 661 BOAT OWNERS IN MASSACHUSETTS



- \* 52.8% of respondents keep their boats at home
- \* 47.1% of those who use shrink wrap keep their boat at home
- \* 18.3% install the wrap themselves
- \* Median length is 22' (50% of data is smaller/larger)
- \* Dispose of their shrink wrap by putting in the trash at home (22.6%); kept for another year/purpose (18.5%); recycled (17.7%); home recycling bin (9.7%)
- \* 53.6% who use shrink wrap do so because it's convenient



- \* 33.6% of those surveyed store their boats off-season at a boat yard
- \* 50.6% of those who use shrink wrap have it installed at boat yard/marina
- \* 40.4% are not sure what happens to the shrink wrap upon removal at boat yard
- \* Shrink wrap disposal methods: put it in the home trash (2.8%); put it in the boat yard dumpster (9.2%); recycle at boat yard (31.2%); use home recycle bin (5.5%)
- \* 58.1% say they use shrink wrap because it protects their boat well



## POWER BOATS

- \* 66.5% of power boats are stored at home
- \* 41% of power boat owners who store their boat at home use shrink wrap
- \* 25% of power boats are stored at boat yards
- \* 82% of power boats stored at boat yards use shrink wrap

## SHRINK WRAP USERS

- \* 33.9% say they use shrink wrap because it's convenient
- \* 71% say they use shrink wrap because it protects their boat very well
- \* 12.5% of shrink wrappers who responded to a Woods Hole Sea Grant survey were not aware that there was an alternative to shrink wrap



## SAIL BOATS

- \* 47.4% of sail boats are stored at boat yards
- \* 13% of sail boats stored at boat yards use shrink wrap
- \* 39% of sail boats are stored at home
- \* 7% of sail boats stored at home use shrink wrap

## ALTERNATIVE COVERS

- Of the boat owners surveyed, 129 use fitted covers to protect their boat
- \* 71% report value as a major reason for choosing their cover
  - \* 67% choose their cover to reduce their use of single-use plastic
  - \* 53% say it protects their boat well
  - \* 48% think it is easy to install and remove