

# KS&R's Marine & Recreational Vehicle Industry Experience

2019-2024



KS&R

Over the past 5 years, we have successfully partnered on a wide range of research initiatives in the marine and recreational vehicle space.

**42**

studies completed

**20,500+**

consumers surveyed online

**205**

qualitative sessions moderated

**250+**

individuals qualitatively interviewed

## Types Of Studies

- Attitude & Usage
- Brand Perceptions
- Concept Testing
- Manufacturing & Employment Research
- Dealer Research
- Market Sizing
- Path to Purchase
- UX Testing
- Voice Of The Customer

## Methodologies Used

- Surveys with advanced analytics
- In-depth interviews (in-person & virtual)
- Focus groups (in-person & virtual)
- Ethnography (in-person & mobile)
- In-person secret shopping
- Workshops
- Onboard / vehicle UX



**Want to learn more? Let's connect.**

**Mike Bard**, VP & Principal  
KS&R Entercom & Recreation Industry Team  
[mbard@ksrinc.com](mailto:mbard@ksrinc.com)