



DIVING EQUIPMENT & MARKETING ASSOCIATION

2050 S. Santa Cruz St., Suite 1000 • Anaheim CA 92805-6816 USA • (714) 939-6399 • FAX (714) 939-6398

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**Potential Scuba Market More Than 90 Million
New Dive Industry Study Shows**

Anaheim, CA -- Close to half of adult Americans are interested in scuba diving according to a landmark study recently released by the Diving Equipment and Marketing Association (DEMA). The study, titled *Track on Scuba Diving*, indicated that more than 90 million Americans (45 percent of the American population) are either active scuba divers or are interested in the sport, which draws a broad cross-section of participants into the water each year.

Commissioned by DEMA, the *Track on Scuba Diving* study is the most wide-reaching consumer study of scuba diving and snorkel swimming ever undertaken by the multi-million dollar diving and snorkeling industry. DEMA worked with the Leisure Trends Group of Boulder, Colorado to analyze data compiled by the Gallup Organization which surveyed Americans in all 50 states over a one-month period late last year.

"This study is significant because in addition to the 16 million Americans who consider themselves active diving participants, there are more than 75 million Americans who want to know more about our sport," points out Robert Watts, DEMA's Executive Director.

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The study underscores the attractive demographics of divers and potential divers. Results indicate that 40 percent of the potential diving market has household incomes of more than \$50,000 annually, with \$61,300 the average yearly income. Of the total, 77 percent are under 45 years old and 67 percent are college educated.

Watts explained that the *Track on Scuba Diving* study was the first of an on-going program to examine and explore trends relating to the recreational scuba diving and snorkeling industries. Copies of the study are available from DEMA. For more information, contact DEMA at (714) 939-6399.

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Editor Contact:

Scott D. Jones
SJ Communications
(714) 859-1597
e-mail: SJCOM@aol.com