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J.D. Power Best Boat Votes for 2005

Part 1: Bass Boats, Coastal Fishing Boats and Express Cruisers

J. D. Power and Associates, a well known and respected marketing information company, has released its *2005 Customer Satisfaction Report* for seven (7) of the most popular production boats in the United States. As was the case with the last report, done in 2003 and based on consumer responses from the previous year, the 2005 study was based on responses from 12,530 owners who registered the purchase of a new boat between March, 2003 and May, 2004.

The seven categories are:

- **Bass Boats,**
- **Coastal Fishing Boats** (17-28 ft),
- **Express Cruisers** (24 – 33 ft.),
- **Pontoon Boats,**
- **Waterski/Wakeboard Boats,**
- **Small Runabouts** (16 – 19 ft.) and
- **Large Runabouts** (20 – 29 ft.).

Best Boat Votes From 2005

- **Part 1:** Bass Boats, Coastal Fishing Boats, Express Cruisers
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The study measured customer satisfaction among those who have purchased a new boat in one of these seven categories and included the evaluation of over seventy (70) different boat brands.

According to this study, overall customer satisfaction has improved over the 2003 survey with Bass Boats, Ski/Wakeboard Boats, Coastal Fishing Boats and Pontoon Boats making the greatest gains. New boat owners showed an increased satisfaction in three basic areas: sales, service and the boat itself.

This study also shows that not only are owners reporting fewer problems with their new boats than with the boats in 2003, but they are also having fewer problems than they expected. My only concern with the survey is that it still does not make any of the actual forms filled out by the owners available to us. It surely would be educational to be able to look at some of those customer comments!

Best Boat Votes From 2003

- [Boats : Part 1](#)
- [Boats : Part 2](#)
- [Best Engines](#)

The following is the list of categories tested on each boat:

- **Cabin, Engine**
- **Ride/Handling**
- **Helm/Instrument Panel**
- **Design/Styling**
- **Sound System**
- **Maintenance**
- **Fishing**
- **Other water sports**

It is no surprise to an old boater that most of the 2003 winners were, once again, the leaders in their categories, with

Types of Powerboats

- [Express Cruiser](#)
- [All Types](#)

- **Cobalt** (large runabouts) and **Grady White** (Coastal Fishing) winning their categories for the **fourth** consecutive time.
- **Correct Craft** (Ski/Wake), **Bennington** (Pontoon) and **Sea Ray** (Express Cruiser) at the top for the **third** year in a row.

Let's take a look at three (3) of the categories.

1. Bass Boats:

Bass Cat was included in the study for the first time and ended up as number **1** (one) in customer satisfaction.

Bass Boats					JD Power & Associates	
Builder	Overall Rating	Quality & Reliability	Value for Money	Ride & Handling	Design & Styling	Fishing
Bass Cat	5	5	5	5	4	5
Nitro	2	2	2	2	3	3
ProCraft	2	2	2	2	3	3
Ranger	5	4	3	4	5	5
Skeeter	4	4	3	4	4	4

Stratos	3	3	3	3	3	3
Triton	4	3	3	3	4	5

Scoring:

- 5 = Among the best
- 4 = Better than most
- 3 = Does not really stand out
- 2 = The rest

2. Coastal Fishing Boats:

Grady White won this category again receiving the highest rating in eight (8) of the nine (9) categories. The next highest rated were *Triton*, *Scout*, *Key West* and *Boston Whaler* respectively. *Angler* and *Pro-Line* brought up the rear.

Coastal Fishing Boats						
Builder	Overall Rating	Quality & Reliability	Value for Money	Fishing	Design & Styling	Ride & Handling
Grady White	5	5	5	5	5	5
Angler	2	2	2	2	2	2
Aquasport	2	2	2	3	2	3
Boston Whaler	3	3	4	3	3	3
Century	3	3	3	3	3	3
Cobia	3	4	3	2	3	3
Hydra Sports	2	2	2	3	3	2
Key West	3	4	3	3	3	3
Polar	3	3	2	3	3	2
Pro-Line	2	2	2	2	2	2
Scout	3	3	3	3	3	3
Sea Fox	2	2	2	2	2	3
Sea Hunt	3	3	3	3	3	3
Sea Pro	2	2	2	3	2	3
Seaswirl	2	3	2	3	3	3
Triton	3	3	3	5	3	3
Triumph	3	3	2	3	2	3
Trophy	2	2	2	2	2	2
Wellcraft	2	2	2	2	2	2

Scoring:

- 5 = Among the best
- 4 = Better than most
- 3 = Does not really stand out
- 2 = The rest

3. Express Cruisers:

Sea Ray was at the top of the list, followed closely by *Formula*. *Larson* was at the bottom of the ratings.

Express Cruisers						
Builder	Overall Rating	Quality & Reliability	Value for Money	Design & Styling	Helm & Instrument Panel	Cabin
Sea Ray	5	5	4	5	5	5
Bayliner	3	3	4	3	3	4
Chaparral	3	3	4	3	3	4
Crownline	3	3	3	4	3	3
Formula	5	5	5	5	5	4
Four Winns	3	3	3	3	4	4
Larson	2	2	3	2	2	3
Maxum	3	2	3	3	3	3
Monterey	4	3	4	4	5	5
Regal	3	4	4	4	5	4
Rinker	4	3	5	5	4	4

Scoring:

- 5 = Among the best
- 4 = Better than most
- 3 = Does not really stand out
- 2 = The rest

See Also:

- **Part 2:** [Pontoon and Ski/Wakeboard Boats](#)
- **Part 3:** [Small and Large Runabouts](#)

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