

Panbo 2013 Reader Survey

| Question | Choice | Possible Answer | Count | Percentage | Editor/Publisher analysis & comment | |
|--|--|-----------------|-------|------------|-------------------------------------|---|
| 1 | My relationship with marine electronics is... | | | | | |
| | Recreational boater | | | | | |
| | | Full time | 83 | 33% | 93% | The involvement totals in each category suggest that some survey repondents are recreational boaters who are also occaisional professionals or installers. |
| | | Part time | 126 | 50% | | |
| | | Sometimes | 24 | 10% | | |
| | | Never | 3 | 1% | | |
| | Professional boater | | | | | |
| | | Full time | 11 | 4% | 20% | |
| | | Part time | 15 | 6% | | |
| | | Sometimes | 24 | 10% | | |
| | | Never | 75 | 30% | | |
| | Marine electronics installer | | | | | |
| | | Full time | 20 | 8% | 39% | |
| | | Part time | 17 | 7% | | |
| | | Sometimes | 60 | 24% | | |
| | | Never | 46 | 18% | | |
| | Marine electronics manufacturer | | | | | |
| | | Full time | 15 | 6% | 10% | On the other hand, many respondents did not answer some categories. You can see, for instance, that only a total of 46% clicked in the "electronics manufacturer" |
| | | Part time | 3 | 1% | | |
| | | Sometimes | 7 | 3% | | |
| | Never | 90 | 36% | | | |
| Marine industry but not electronics | | | | | | |
| | Full time | 13 | 5% | 12% | | |
| | Part time | 7 | 3% | | | |
| | Sometimes | 10 | 4% | | | |
| | Never | 75 | 30% | | | |
| 2 | The important things in my life are... | | | | | |
| | Boats | | | | | |
| | | VERY! | 116 | 46% | 88% | If you total the top two answers, the Panbo readers who took the survey seem to care more about boats than anything else! |
| | | A lot | 103 | 41% | | |
| | | Some | 23 | 9% | | |
| | | Not much | 3 | 1% | | |
| | | Zilch! | 1 | 0% | | |
| | | Private | 0 | 0% | | |
| | God | | | | | |
| | | VERY! | 29 | 12% | 18% | |
| | | A lot | 17 | 7% | | |
| | | Some | 20 | 8% | | |
| | | Not much | 30 | 12% | | |
| | | Zilch! | 83 | 33% | | |
| | | Private | 20 | 8% | | |
| | Country | | | | | |
| | | VERY! | 30 | 12% | 34% | |
| | | A lot | 56 | 22% | | |
| | | Some | 82 | 33% | | |
| | | Not much | 34 | 14% | | |
| | Zilch! | 12 | 5% | | | |
| | Private | 8 | 3% | | | |

Family

| | | |
|----------|-----|-----|
| VERY! | 139 | 56% |
| A lot | 76 | 30% |
| Some | 17 | 7% |
| Not much | 3 | 1% |
| Zilch! | 1 | 0% |
| Private | 5 | 2% |

86% However, the 56% "VERY!" important is an argument that family is most important. I'm glad ;-)

Job

| | | |
|----------|----|-----|
| VERY! | 27 | 11% |
| A lot | 89 | 36% |
| Some | 49 | 20% |
| Not much | 17 | 7% |
| Zilch! | 36 | 14% |
| Private | 7 | 3% |

46%

3 During an average year my personal marine electronics habit costs me about...

| | | |
|----------------------|-----|-----|
| Over 25,000 dollars | 6 | 2% |
| 10 to 25,000 dollars | 13 | 5% |
| 5 to 10,000 dollars | 45 | 18% |
| 1 to 5,000 dollars | 103 | 41% |
| Less than \$1,000 | 69 | 28% |
| Not a penny! | 11 | 4% |
| No answer | 3 | 1% |

I did the math. If respondents to the top 4 lines only spent the minimum claimed, that's \$608,000, or about \$2,400 for each of the 250 readers who took the survey.

4 I influence people who buy marine electronics...

| | | |
|---|-----|-----|
| A lot, maybe hundreds of thousands of dollars worth | 25 | 10% |
| Quite a bit | 79 | 32% |
| Once in a while | 114 | 46% |
| Probably not | 30 | 12% |

70 (28%) also responded to "Please explain how you influence people, and how much?"
These comments can all be read starting on page 12

5 I visit Panbo and read

| | | |
|------------------------|-----|-----|
| Almost every day | 120 | 48% |
| Weekly | 91 | 36% |
| From time to time | 25 | 10% |
| No answer | 14 | 6% |
| Almost every word | 45 | 18% |
| Maybe half the entries | 35 | 14% |
| Just a few entries | 3 | 1% |
| No answer | 167 | 67% |

I suspect that many readers failed to answer the second half of this question because it was poorly worded and formatted.

**6 When I read Panbo, I...
Notice the banner ads**

| | | |
|-----------|-----|-----|
| ALWAYS! | 22 | 9% |
| Often | 87 | 35% |
| Sometimes | 119 | 48% |
| NEVER! | 16 | 6% |
| No answer | 6 | 2% |

When I read Panbo, I... (continued)

Click on ads

| | | |
|-----------|-----|-----|
| ALWAYS! | 4 | 2% |
| Often | 11 | 4% |
| Sometimes | 169 | 68% |
| NEVER! | 51 | 20% |
| No answer | 15 | 6% |

Appreciate advertisers for supporting Panbo

| | | |
|-----------|----|-----|
| ALWAYS! | 86 | 34% |
| Often | 86 | 34% |
| Sometimes | 53 | 21% |
| NEVER! | 10 | 4% |
| No answer | 15 | 6% |

Note how many readers appreciate how advertisers support Panbo even if they click on ads infrequently.

7 Here's my message for current and prospective Panbo advertisers:

107 (43%) wrote messages, which can all be read on page 4.

The messages range all the way from "Ads suck" to "Thank you" with numerous interesting thoughts in between, but honesty was encouraged, as indicated in the Survey Notes below.

8 Here's how Panbo could work better for me:

131 (52%) wrote suggestions, which can all be read on page 7.

The suggestions mostly include praise and constructive criticism, but I got my share of abuse too!

Survey Notes:

This survey was offered to readers on November 30 in the following Panbo entry

[Argonaut's giant A615 Android tablet, and a Panbo reader survey](#)

There was a final (9th) question that took email addresses for a Panbo hat drawing. 175 respondents left addresses and 3 hats went to California, Washington, and the UK. 250 surveys were completed and ALL responses, except the email addresses, are in this document.

The introduction to the survey read as follows:

Why do you read Panbo, is the site valuable to advertisers, and how can we improve it?

This short, simple survey has two goals.

One is to get a sense of who reads Panbo for the benefit of prospective advertisers.

The other is to get your suggestions about how to improve the site.

Of

Thanks,

Ben Ellison

Panbo Editor/Publisher

Note

Here's my message for current and prospective Panbo advertisers:

107 (43%) wrote messages, all below:

Lower the prices :)

Make relevant, especially to electronics and current column . . . though no one seems to know what's coming next, except maybe Ben, and he's probably not sure:)

Niche manufacturers would find this site particularly good at exposing your products to prospective buyers. That is boaters and installers who need solutions that make systems come together.

This is an outstanding technically accurate site with experts that influence consumer purchases.

advertising should be illegal. 'legalized lying'

You're wasting your money.

This is the marine electronics front line.

read panbo as much as magazines. only blog i read every week. I can click an ad?

Excellent informative independent information

This is the only boating resource I read constantly. I read many boating magazines thru the year, this blog, and very infrequently I read other blogs.

Advertisers are much more likely to reach me here than sending mail/flyers to my home. Advertisers are equally likely to reach me here as they are with full page ads in prime spots of magazines.

Great site for a consumer to keep up-to-date with marine electronic developments. Frequently piques my interest to do deeper research.

Ads suck, but ad blockers solve it

Panbo is where I go to stay up to date on the marine electronics industry's state of the art.

I rarely click on the banners but when the banner is relevant to me I click on it. And I have purchased things as a result!

I am surprised there are not "specials" to introduce products

Keep advertising... you'll get eyeballs. I link to Panbo from our marine company's website.

This site will attract the early adopters, who will spread the word and also help you perfect your product. It's a word of mouth market and there's no place better to get the word going.

This is the pulse of marine electronics; people here are the ones who buy the stuff.

I visit the advertisers when I see something that piques my interest as a possible addition to my boat. It will be something that makes boating easier and safer, or more convenient, like better internet connectivity. Life on board should be fun, and I try to make it so. Now, if anyone has any ideas to help make two reluctant feline crewmembers more enthusiastic about boating, I would be VERY interested.

One last thought. I don't buy many new marine electronics devices because of the wires - this is the biggest problem associated with upgrading stuff. If we did not have to run new wiring thru congested, impossible-to-reach locations, dropping tools and parts into the bilge as we progressed, or could re-use the existing wires, then I would be MUCH more tempted to upgrade my electronics. I am LOATHE to touch anything that is currently working, because if I do, and I break it, repairs can turn into a nightmare. Think about

what is involved in replacing a simple depth transducer.

Finally, I would like to understand why stuff for sailboats are so much more expensive than for fishermen. I sort-of understand why boat stuff is more expensive than stuff for campers, but why are my wind/depth/speed instruments so much more expensive?

Marine electronics have become too complicated and expensive. With the technology changing so rapidly making the initial system purchase seems like a guaranteed regret.

Be technical !

It is the best and most trustworthy review site for marine electronics.

A positive review on Panbo is like money in the bank. Panbo is the respected authority on marine electronics on the internet.

No bullshit, to the point

keep supporting Panbo so I can try to stay up to date

Great site, good info wish I had more time to contribute more in the future.

Best and only place to spend your advertising as it is the only focused website for marine electronics worth reading.

This is good spot !

thanks

Great site for new innovations

Being an advertiser on Panbo gives an advertiser great credibility

Keep your ads current and varied. Make it worth my while, not yours, to click on your ad. Then, of course, I'd be more likely to buy your products. In other words, give me a tip, educate me about a new technology, tell me about a use of your product that would make me a better boater.

expect the average panbo reader to be a bit more sophisticated re: electronics and be ready to support your products accordingly.

Try to have active participation - you don't have to respond on the site directly, but have resources answer questions and add clarity via editor. follow up is important.

your money will not be wasted here.

Keep in mind that the Panbo reader will want more in depth information than the average buyer.

Ben Ellison has the prolific and insightful column on marine electronics. Period. People like me, who I would characterize as avid electronics buyers, installers and users, are also great influencers to our non-technical boating friends. Your ads both support Ben's good work spreading the word about topics and products of interest as well as let us know what's new and wonderful in your product lines.

It works

The Panbo entries and comments reflect how your products perform in the real world - sometimes favorably, other times not.

Your advertising is better received if it addresses professionals and end users having had their share of bad experiences.

Also: engaging more in writing comments, thereby supporting your customers, is a way to spend money that is, in my opinion, at least as effective as buying ads.

Basically the best way to reach guys like me (high salary, high technical literacy) who spend more than a few dollars on this stuff.

Worry less about your advertising and more about product and intergration.

Don't just address yourself to the guy who might be looking to rig a new 40-60 footer. As my mentor in the industry always said, "New boat sales "might" build you a castle on the hill, but daily parts and accessories sales puts food on the table; and I'd rather eat than just have a nice view".

Mention which boat shows that you will be at during the off season. I would target the show based on the vendors I want to visit. I know that the show usually lists the vendors in promotional materials but it would be convenient to have them listed by show on the site.

Panbo is a light in the darkness on new boat electronics. Even at the best boat shows, it can be hard to get a person (tired from being on their feet for 12 hours, I'm sure) to describe all the latest offerings. This is a great place to find information!

Panbo is the only source I am aware of for boaters of all flavors to keep up with the complex array of marine electronics and networking.

Waiting/hoping Std-Horizon will come out with a combo VHF/active AIS. I presently have their AIS receive-only VHF and feel they have done a good design/build product.

This is a widely read Blog, and while many professionals in the marine trades read it, a lot of marine trade wannabes (like me) read it too.

publish your prices among all the other pertinent specs -- also your location and shipping & handling if applicable. Too many web sites feel a need to hide this info like it might be bad news.

Panbo has an discerning readership, it's readers have a large investment in their boats, and Panbo helps them stay attuned to changes in technology that will keep them (and their investment) safe!

You are reaching prime customers.

Keep it up!

Although I don't often click on the side ads. The sidebar ads are one of the places that I start noticing new products. That tends to put it front of mind when I start looking for something similar.

help me learn what the value proposition of your products/services are relative to my application

Don't block the upgrade path!

I'm a long time Apple Macintosh user. Please don't ignore me with usual total devotion to Microsoft Windows I plot my routes on my MacBookPro with MacENC, transfer data to Lowtance HDS Gen2T-12, and use Navionics Gold charts.

keep it up. ben's site is well respected in the cruising world.

The only definitive comment on the web.

Best place to advertise because only people serious about electronics will visit this site

Get rid of the HYPE!

Sorry, dudes. I pretty much ignore online ads.

There is nothing better away from the boat show floor. Look at how many other websites and blogs quote and mirror Panbo to see how the multiply effect works in the web-o-sphere.

I am pleased that you are supporting Panbo

Panbo readers are very knowledgeable have the ability to influence their boating brethren. In order to get your products in the hands of key influences, offer lots of deep discount coupons to Panbo readers.

If I had to wait 10 years for you to finally adopt NMEA 2000, don't be surprised if I suspect you could do better.

Panbo is a great way to reach the folks whom really are interested in marine electronics. We end up helping our neighbors and slip mates with their decisions ...

Provide manuals and tech data on the products you are offering. I don't have an interest in hyperbole. Tell us what the MSRP is.

Thank you!

Keep it simple

I always turn to Ben Ellison before making any electronics purchase. I trust his judgment.

You will be talking to hard-core buyers for your goods. Panbo offers details and perspectives not otherwise published.

(If pertinent info IS published elsewhere, you're likely to be pointed there by Panbo.

I always check in at this web site for information in helping me make choices...

Advertising in serious tech webs is always more confident for readers than the same ad in general pupose ones.

KISS - Tell your story in a 5 second Byte

Good take on the marine electronic industry, comments are especially useful to read.

Do it.

I like the current approach to advertising on the site. No annoying pop-ups or pop-unders, no crazy graphics, etc. An ad should show me as much useful information about a product as possible so that I can learn about and discover new products and WANT to click on them for more info.

PANBO is the worldwide go-to website for information on the latest marine-related electronics.

Keep supporting panbo

Offer click-through incentives to Panbo readers. It needn't be a price-break; it could be as cheap as "do a survey, win a hat" clicking through.

On the other hand, discounts can help.

I never click on the ads. I try not to look at them at all. Sorry, Ben

Make sure that your ad does not use too much computing power!

Reach Me.

I appreciate the companies that advertise on Panbo and go to them first when I need something.

Honestly can't think of a better place on the internet to advertise if you offer a relevant product.

I reccomend Panbo to all my customers as a good means to keep up with the marine electronics industry.

The ads work.

Enjoy the objective, professional nature of the site.

Your credibility is enhanced if accepted as a Panbo supporter.

I have the perspective that Ben would not allow a bad product to be promoted nor allow a company that failed to support its customers to use his platform for promotion. In essence his inclusion of an advertiser provides some base assurance that the organization is "okay".

The readers are buyers and will continually upgrade.

Keep adds relevant to cruising sailboats as well as others

Panbo is my FIRST stop for marine electronics news and keeping me up to date. I appreciate the range of equipment and manufacturers that get coverage and I trust the commentary that Ben provides. I feel he is fair to all, not afraid to point out flaws, but just as quick with a compliment or interesting observation. Any friend who's looking to buy/upgrade gets pointed to Panbo! It's the bomb! (I just dated myself...I have no idea what today's term is...)

going good.

Don't, please don't, decide to start adding sound to ads.

It has appeared on other sites and is annoying.

Keep supporting Panbo. It is my go to site for electronics research.

Keep it up

Make your ads at least as interesting as Panbo content, as the folks looking at them have a high level of expectation.

Send samples of all your electronic equipment to Panbo for test (to keep Ben busy and) so we can read about it, comment on it and help you improve it :-)

With this group, your advertising will probably be more effective if it is heavy on specs and other useful information, as opposed to the girl-in-bikini strategy that seems more appealing to less discerning consumers.

Keep the dream alive and you will be rewarded

Cutting-edge website for exposure to a wide variety of influential visitors!

Go forth and prosper

It's the right place to reach readers interested in Marine Electronics.

Make your ads at least as interesting as Panbo content, as the folks looking at them have a high level of expectation.

talk about scenarios, use cases or benefits not just banner ads

I am the owner of a yacht brokerage and new boat sales company and value Panbo to stay current and advise customers and staff

Focus on new technologies and don't be shy about helping us get a feel for pricing.

Innovative new stuff is most likely to get my ad attention.

This is a great site for truly constructive feedback. Advertisers should consider Panbo as an R&D tool as well as an advertising outlet.

As a marine professional but not an electronics installer, Panbo(Ben) does an excellent job keeping up to date with the extensive advancements and developments in the marine electronics world. Keep up the great work!

Here's how Panbo could work better for me:

131 (52%) wrote suggestions, which can all be read on sheet:

More Mac/ iOS based solutions, or a section exclusively dedicated to Mac / iOS solutions

Often the discussion uses jargon and/or acronyms and abbreviations, that to the lay person or casual site visitor is frustrating. This especially in emerging technologies where electronics are not my entire life. Take some time for the less knowledgeable of your readers.

Not just the review, but the link to "how-to". Not just "I got it to work", but "this is how to . . ."

Send Ben to diplomacy school.

Hard to think of something you do such a thorough job

be more honest,critical about products and manufacturers.was really screwed by navico. no apologies or compensation.wish companies would really compete rather than work together to make more money for themselves.

Less bias, more honesty.

Notification of new posts, so I don't have to check hundreds of times per day.

I know it's hard to generate content but it feels like there could be more regular articles.

all good now. best is blogs where product used for season, like airmar pb and radar blogs, and blogs indepth about how to use combined products best together like set drift and true wind on mfd with h2183

Not too much - more of the same please

Hard to say. I find that electronics are leaving me behind, i.e. far more sophisticated than I need or want. I have and like stand-alone radar, Coastal Explorer, GPS, AIS, GPS compass, and depth sounder. Yes, the plotter does feed the autopilot for course keeping, but that is about it. Articles about FLIR, MFD's, NMEA 2000 leave me out. I am not complaining because you should be covering the cutting edge, but don't expect all your readers to have an equal interest. However, let me say many thanks for your blog.

I would like to see more updates to articles. For instance there was no word on the Panbo article about the Garmin Cameras for months after the cameras were canned.

Pander a bit less to the industry and be more open to all the interesting things in the open source community even though they didn't put dollars in manufacturers pockets (and hence your pockets)

I would like to see simpler how-to, or ratings on the best products in categories.

Not much I can think of.

Email alerts on new articles.

You have excellent access to the manufacturers. Sometimes you have followed up with them as a result of forum questions, but not always. While you are not supposed to be a customer advocate, it is great when you do follow up!

Product comparisons

Product recommendations

Purchasing discounts/recommendations/sale info

More frequent articles

More frequent entries.

Can't imagine: seems perfect to me. UK yachting media and suppliers are pretty useless, so I rely on Panbo for the current picture. The only thing missing is a boat big enough to put all this wonderful kit on - but I'm working on that....

focus on 'less money' solutions.

focus on 'less energy' solutions.

I think Panbo is going pretty well, getting new stuff out for people to see, and describing its actual use on the water. I also really like to read the comments from users and especially mfgs, when they try to explain the design decisions for the stuff they sell.

Do not leave europe out.

It is a different market but with a very much more challenging sailing area in regards of traffic, streams, wind and navigation challenges

A community group on Google+ would be very good

A little more advice on building a system for smaller boats.

It hard to imagine it could be better.

More articles! Sorry to put you to work more often!

Works great for me now. I see no reason to make any changes. Good news for you!

Interaction between the various product is for me the weakest point of all.

Wording use by the manufacturers could be augmented. ex: wide angle sonar, I still do not understand what they are capable of doing. Congratulation for you site and thank you very much.

works just fine

Add some "Local" stories from other readers in various parts of the country.

Better search and solutions links for specific topics. Maybe even have manufacturers provide sponsored answers in an answer section using their products - distinct from user/other replies so we know what is driven by money...

There are times when comment is "way over the top" in terms of sophistication. I would never hope to have the level reduced for the masses. I sometimes wish there were "interpretations for dummies"

You're the best!

Profiling newer NMEA2000 devices as they are approved by NMEA.

post more often

Keeps me abreast of new products

Provide advice on the less esoteric, and expensive electronic equipment for those of us who don't have room (or budgets) for the latest "glass cockpits".

I need to replace my electronics. I'd like to start from the very beginning. But I fear being 'sold' from the get go. How about a primer series, with an eye on the future. Price is an issue.

Daily update/post. You have several dedicated colleagues, if everyone posted once a week and maybe Ben posted 2X per week, there would be an update almost everyday.

Have a more diversity with product reviews. Take time to follow up with questions to mfctrs. Try to be more impartial about manufacturers. provide insight to designs/functions and trends in industry . Detail is good, but take a step back and look at big picture.

like it the way it is.

I would like to read about other boating related products and projects. Not just electronics.

Ben, the format and topics are great. The only change that I would make to take advantage of everybody's wider screens; only half of the wides of my 16 x 9 is used up. That would allow for a better advertiser presentation as well.

More posts. Guest posts. More side by side comparison of similar products. More sail specific applications

Not just follow commercial/advertiser type products. Panbo has definitely moved from the independent marine electronic review and research to a commercial enterprise. It shows and we feel the Raymarine of this world deeply influencing Panbo's focus. I liked the old Panbo where it was not always about 5000\$ commercial solutions.

A higher percentage of spending on marine electronics turns out to be a poor investment than probably for any other type of electronics, causing aggravation and sometimes bitterness to accumulate on the part of the customer. On my level of boating, most fellow boaters would spend more on marine electronics if their satisfaction with previous purchases had been higher. Some see using free tools/apps as the only way to avoid getting burned - free tools fail just as much but no money is lost.

Manufacturers, especially the big four, might realize that Panbo is one of the very few ways to approach existing customers unhappy with their investment.

Please auto-tweet when a new column appears!

Within the context of your business model, I think that you do about all you can.

Sometime articles with few comments are up for so long I find myself getting annoyed by seeing them again every day. But I'm an impatient old man. I understand it's difficult to write a new article daily and travel, test, review, new stuff while writing for magazines at the same time. I really like Panbo and believe it to be THE reliable unbiased marine electronics resource.

Don't be afraid to do reports on "golden oldies" that are still available and quite possibly the best deals for those who don't need the largest, latest, or greatest of the week, i.e. the Garmin 76's and 78's are still great hand-held units for small boats, paddle craft and as on-board electrical free back-ups.

I wish Panbo could "tag" articles for particular relevance. For example, some glass cockpit offerings are great for larger power boats, but not at all applicable to the smaller recreational sailboats that I use. It would be nice to be able to say "all articles about wi-fi", or "all articles about AIS" that would help me narrow down a search. (And each article can have multiple tags!)

It would also be nice to have a wider format. The fixed width format was great for years, but browsers can now support better javascript, which opens up options for both variable width monitor display, as well as mobile displays!

If it had a searchable archive that I could research it would be great!

Appreciate that there are some of your readership who

go to sea to get away from "it all". Real time connectedness aboard is not necessarily our end goal!

I would like to read more articles on how to install, and maintain, as well as the ongoing update of interesting technology.

Would nice to have a good idea of the availability of some of this stuff. Obviously the manufacturers give this stuff to you Ben for you to try out. I tried to copy your BEP marine signal interface for my tanks but it was a bear to find anyone with this equipment. I know you like to present the leading edge of new equipment but it is not much good to me if I cannot source it to install in my boat. I know you are not Practical Sailor but it would be nice if you revisited your installs at 3-4 months later and give your opinions of it again after using it. It is nice to see all the pretty screen captures but it is more important to me to know if it actually works well. There is a HUGE void out there for electronics. You say what might be available. PS tells what's good but is usually cleaning products or paint. No one tells me what electronics is good. A boater can only blunder through a very expensive trial and error process. This stuff is going to get a lot worse with the electronics. On your forum there are people complaining about this not talking to that. A compatibility chart would be nice. What does a NGT-1 talk to and what it doesn't. Expensive and intimidating. Prevents a lot of sensible boaters from adopting this technology. Good thing I am not sensible. :)

Love your site Thanks, R....

I read Panbo to help with purchase decisions so i'm looking for product reviews, operating descriptions, functional critiques.

A scheduled periodic webcast(in the old days, a TV show), youtube videos, etc

I am happy with the way it is. I also like the links to other sites. Being able to research old articles and read actual user opinions is a huge value.

It's a little bit N.E. oriented, we Southerners appreciate it too.

Maybe not so much AIS. Perhaps more critical reviews comparing products.

I'd like to see you cross post more often Facebook and as well on Google+.

I find the commenting system works particularly well on Google+.

Although you have some pretty good discussions going within your comment system, I think you can get a lot more interesting interaction on those other platforms.

I use something like hootsuite to help manage all of the cross postings.

Keep up the good work.

Can't think of any improvements.

Find some ways to synthesize the great comment threads that are in so many posts. Within a post where the thread gets long (and that's a good thing BTW!) it often wanders into other related bits, which is also good, but trying to maintain the point I'm interested in requires reading through these ones which are somewhat off topic for me. So I wonder if you could find a way to "harvest" all the comments on a specific topic, both from within one thread as well as across other posts, and assemble them into one. I'm no longer active in these technologies but I know there is content management software which can do this.

Have new content 2-3 times per week. Encourage more feedback by users.

Keep up the great work Ben.

More focus on things useful for, and scaled for, small yachts that can't electrically support (primarily for lack of sufficient space) all the expensive electricity-eating FLIRs, radars, sidescan sonars, etc.

Remember the Mac . . . really like Kees' participation as well as Ben's informative articles. Thanks for your hard work. I too [like Kees] wish that Lowrance HDS Gen2T would include app for AP in 2014. Jim Klausner, Seattle

my boat is quite spartan and my only chartplotter is my ipad with garmin bluechart which i found out about through your blog. so more about apps, and any other simple things. also radios, ssb, vhf and ham, i use all. also email or weather to radio advances. i am waiting for winlink to ipad.

really like your blog though. thanks, r

Keep it as it is.

I like it the way it is

Less emphasis on what I consider "mega boat" equipment

Keeping an eye on international electronics trends (which you already do fairly well) maybe throw up that the article may have a North American focus but is/isn't relevant to International users

Sometimes the title and text are extremely jargon heavy. Viz: a couple of weeks ago title "Holy Garmin cow: SideVü/DownVü, GPSMAP 800/1000, GMR 18/24 xHD, Meteor 300, gWind & the Helm app" WTF?

Titles should be more "feature / benefit" rather than a string of jargony brand names.

If more readers would be encouraged to give their 2 cents worth of knowledge. This is all about crowd sourcing. It is not about preaching to the crowd. There are so many very knowledgeable people writing here that the people who have a "little" good info seem reluctant to comment. "I did it the wrong way", comments are some of the most informative to most readers. It tells you what kind of mistakes to watch out for. It also let's them know it is OK to try DIYS.

Be a little more objective

More entry level nmea 2000 stuff

More crowd sourcing of product feedback and experience such as installation, use, reliability and service. Make it all searchable.

When there are obvious places for holes to be filled, push harder to fill them: for example, "if I paid \$1000 for a VHF radio with a built in AIS transponder requiring only one antenna, how much space and money and work would I save?"

Honestly, Panbo is already one of the most useful sites going (Okay, I like the Marine Installer's Rant, also).

More comparisons among similar products

More DIY and usability articles - like how to transfer routes from your computer to XYZ chart plotter.

fine as it is

Two things:

1) more entries.

2) be a bit more critical, in a healthy and helpful way. I realize you are just one guy (I guess), but take a hint from Practical Sailor. Let me know what to watch out for as well as what's great. What I didn't tell your advertisers is that I also rely upon and trust the folks at Practical Sailor, IF they happen to review what I'm interested in. But that, all things considered, is a minor point. You have a great franchise, a great brand, keep up the good work.

Give some thought to the 'little guys'. It has migrated to the mega-yacht audience but us 'little guys' like to keep up. I have been a liveboard cruiser since 1988 on a Fuji 32 Ketch.

Panbo reports a lot on equipment way beyond both my means and needs range. I would like to see more "modest" electronics solutions.

Less bells and whistles - more meat and potatoes.(e.g. less main radar display on iPhone in dinghy - more main radar performance info) Less amazing - more useful. [By and large, you're doing great!] THANKS!

Most of PANBO activity is led by Ben E. through his blog. Although PANBO has a forum, where others can initiate topics, it is largely ignored by most readers. PANBO could improve by giving its forum more attention.

you do it perfect

;;Send me a bucket XL size!!

Divide into specific areas of interest

Focus more on smaller niche electronics, rather than large scale items like CP, low light cameras etc

no suggestions

I'd like to see a TOC/Index that allows me to look at articles re: a specific product type (click on link to see all articles related to plotters, radars, etc). Overall glad to see a site with in-depth writing on marine electronics!

already great. simply more without losing quality

Get on a plane and head to the west coast. Enough east coast stuff. You sound like NCAA basketball pundits. JK!

I think the classified was a good idea not very well adopted. Don't know how to fix it though. I liked the old Jackrabit's forum, I don't know why the Panbo forum hasn't got the traction I thought it would, the material seems stale and useless most of the time.

The same what you doing now

Don't ignore the little things, like handheld wind speed devices or transom-mounted depth sounders, in favour of the latest 17 inch touch screen. Some of us use fairly advanced technology, but didn't get into boats to have our helms look like the bridge of a spaceship.

A for-instance: I use a cheapo car-bumper-cam to help me dock alongside to port. My pilothouse helm is on starboard, and the screen is only as good as I require.

Another for-instance: the switch to LEDs is well underway, but there are developments in the OLED and related markets that hold promise for boaters looking to shave amps off the daily draw. So balance off the snazzy product reviews with systems talk and stuff like lighting (nav and interior), comms and metering, and battery talk.

Fine as it is.

I'd like to see a TOC/Index that allows me to look at articles re: a specific product type (click on link to see all articles related to plotters, radars, etc). Overall glad to see a site with in-depth writing on marine electronics!

keep up the good work.

I don't like the vertical ads. - harder to read.

Keep showing lots of pictures and screen shots. Worth a 1000 words.

You need a mobile site. 70%+ of my recreational web browsing is done on my iphone (morning commute--mass transit not car :))

A section devoted to comparing competitive products based on Panbo user reviews.

I do most of my own installation and would appreciate DIY type info or references. I realize this may not go over well with the installers in the audience. However, my experience is that most of them are willing to share their info if asked.

Pretty good now!

One of the problems with the fast moving boat electronics is that if you are not always updating your electronics its easy to be left behind with understanding some of the new products. Maybe you should consider us in some of your explanations of new products

More details on the installs! I am a true DIYer and while the interoperability of gear is often discussed I do wish you could go into more details on the stuff you've installed on Gizmo or have had a hand in installing.

explore open source software and hardware a little more

Improved forums, such that topics can be sorted into subcategories.

I think Panbo content and format is just about right for its intended purpose and audience.

As a cruiser with young kids my budget does not allow a total electronic refit. Instead it is done piece meal. So more articles on integrating older electronics with new. Also remember not everyone can afford the high end electronics, so showing what you loose or gain at different price points is always helpfull.

More small (sailing) yacht related topics. Tests of equipment that has a realistic chance of being put into a private 36-foot-boat.

More information on complete marne set-ups

Make certain that any acronyms are used have their actual meaning somewhere in the piece usually the first mention.

More frequent articles.

More opportunities to be beta testers.

Even more articles

It would be nice if we could encourage more manufacturer input in response to some of the issues raised - all too often, speculation is bantered back and forth endlessly until someone (usually de-identified) from the manufacturer steps up and sets the record straight!

Address installation and integration subjects.

Possibly more in the way of direct comparison of capabilities between competing products in the marketplace, say an annual review / comparison of MFDs from the major players with a matrix of features, etc.

I wish I had more time to read and follow up with articles.

thanks for doing it!

consider reviews or user evaluations. not just star ratings, and hopefully more in-depth than what's on amazon. would probably need curation from you and volunteers

Can't think of anything right now

More frequent postings (musings on technology directions, random scraps of interesting technology information), more in-depth postings that really drill down into using and integrating technology.

keep it coming

Although I think I am technical I find Panbo is too technical for me!

Talk less about how busy you are looking at stuff and write about it! To me, Panbo feels like maybe it has sold out for \$ and is now more of a vehicle for advertisers that will step forward and court you. Maybe you should start declaring interests.

a better index to topics previously covered.

Fix the "email on reply" feature so I don't have to wonder if anyone replied to me or not...:-)

I influence people who buy marine electronics...

25 (10%) answered "A lot, maybe hundreds of thousands of dollars worth"

79 (32%) answered "Quite a bit"

114 (46%) answered "Once in a while"

70 (28%) also responded to "Please explain how you influence people, and how much?":

Based on opinions on discussion groups

I have very esoteric tastes ...

Occasionally work on OP's boats - usually troubleshooting systems, including electronics. Have been know to voice an opinion or three about prior installations, current state of affairs, possible upgrades . . .

Fellow cruisers sometimes.

Helped fellow boaters choose some simple gear, installed some of same (VHF, GPS, PLOTTERS, ANNTENAS, AIS)

Power Squadron instructor, bridge member.

Recommend and install gps, chartplotter, radio, network and entertainment products for friends

I am a xxxxx River Pilot, We operate 4 Pilot Boats

I work in navico r&d, does that count?

Colleagues asking for advice

I teach sailing part time and also race with a sailing club and I am an electronics geek. My students, club members, and friends who sail all ask me advice.

I teach Marine Electronics for the USPS.

When asked what to do or how different things work.

Who knows? Maybe they'll see my setup and want to emulate some of it. Or maybe they'll decide to do the complete opposite!

I'm an EE, VP of engineering at a startup, and a serial entrepreneur, and also stay very on top of marine electronics, so a lot of sailing friends hit me up for advice.

I'm only buying for myself

Only my wife, who has to live with my choices in outfitting my boat. I read the Panbo blog to see what is new, and I will add comments based on my experience sailing in the US and Europe.

advise on exhibitions, to yards and major system integrators

I seem to have a talent for figuring out how things work. In my small harbor, after 30 years I somehow became the person most people ask if they have a problem with their electronics.

Writer

Once nema connections are complete.Fellow boaters reach the "next level of operation and reach potential of equipment"

Recommendations for and against to friends and in on-line boating forums.

By giving occasional courses

I am computer literate, have always had lots of computers, I spend a lot of time on the water, so people trust my judgement, my wife is also the graphic designer for "Good Old Boat" Magazine.

I explain and get people to buy the right stuff.

I manage boats and have considerable influence with upgrades, repairs and new buys.

I sometimes contribute to the openseamap.org project.

Open data is a good argument for buying new marine electronics.

I'm asked about all aspects of marine electronics, instrumentation, etc. when they find out that I install all of my own equipment..

I tell them about new tech and costs.

Sailor-to-sailor recommendations re usefulness of specific equipment, specific manufacturer's offerings and sources

I frequently have an opportunity to advise other boaters on the electronics purchases.

Having worked in the marine industry for over 25 years as the manager of a large marine store for over 10 years, distributor sales rep for over 10 and now as a manufacturers' rep friends and customers often ask for recommendations or what's new and exciting.

I blog all of my decisions (especially on my new Beneteau) because I found there was a dearth of good sailing electronic blogs out there (this one, obviously, being an exception!)

I recommend Ipad for navigation

Talking it up with friends, cruisers, at the docks, at the club.

I have a Robinhood, Maine, built sailboat on the west coast. Whenever I do anything to it, it gets noticed.

We sell and install marine electronics and have a showroom.

active commenter on Panbo and THT electronics section. . . see "(destroyer)sailor. Retired USN Captain, active litigation counsel in WA state, active member of Naval Base Everett Yacht Club

Just recommendations to people who ask me what has worked for me

Great site!

I help my customers choose integrated systems rather than piecemeal items. My work often entails electrical, structural and plumbing work, as well.

Discuss with friends and other sailboat owners in my owners group

I sell complete navigation systems at my cost to other yachties. Netbook, USB GPS, 12DC power adapter, mouse and loads of software including OpenCPN, tides, weather, etc.

Electronics and marine networking discussions at rendezvous.

As a past live aboard cruiser I participate in a few cruising websites and have helped some local newbe cruisers outfit their boats.

Retired professional engineer

Retired marine electronics entrepreneur

Retired liveaboard

Did I say retired?

I sell and install marine electronics

I design OEM marine electronics solutions for commercial customers

Money spent for/on workboats

I've influenced some marine smartphone app purchases - right now I am in the process of choosing a chartplotter for my new boat so haven't influenced those types of devices.

I sell it and install it and teach them how to use it.

Most people appear to be unsophisticated, so influence comes quite easy. Of course I always refer people to PANBO!

I have a blog on boat refitting and share my opinions on a few of the topics here.

By showing them how I solved the problem

resident electronics geek, networking and WiFi, and teach Industry Canada ROC(M) [Restricted Operator Certificate (Maritime)]

VHF radio class for local squadron. My boat's VHF AIS output is currently feeding Marinetraffic.com via WiFi.

Let fellow boater friends know what I'm doing.

Former employee of the late, great Maptech. Still monitor Pambo on occasion.

Race on sailboat and influence purchases made by owner.

Try to stay aware of what's happening and that enters into discussions with fellow boaters. At one point I was one of the few that monitored Panbo. Now that has changed as most in my sphere of discussion now check things out from time to time.

Friends often look to me for advice on their marine (and home) electronics, I stay current (Panbo and MIR) to make sure I have a decent idea of what's out there and I am very active on the Albin Owners Group forum where I often comment on electronic and other issues.

an ex electronics tech so people ask for advice

Full-time work in marine electronics sales, part-time as an installer

As a yacht broker I consult on electronics needs with my customers. As a cruiser myself, my customers tend to be more cruiser and less dock queens.

Electronic sales @ Hamilton Marine

My boat is extensively equipped, I like to believe with the best in class for each type of product. As far as electronics goes, if I don't have it, it is because I don't think it is worth having. As such, a lot of yacht club friends, etc., seek my opinion, and more importantly the basis for my opinion.

Geeks can't help themselves. We talk about it all the time

Based on my experience and previous installations, I am often asked to recommend products or configurations for various recreational vessels.

Talk to friends about new developments. Early adopter of mobile electronics.

Customers, boat yards & other installers look to me for recommendations for equipment and systems to install

When working on boats I will recommend electronic upgrades

I am a vendor

"xxxx" = edit to protect identity