



National Marine Manufacturers Association

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ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN CALIFORNIA

CONGRESSIONAL DISTRICT 12

Number of Recreational Boats*	4,148
Recreational Boating Industry Businesses	39
Total Jobs	608
Annual Recreational Boating-Related Spending	\$29.6 MILLION

TOTAL ANNUAL ECONOMIC IMPACT OF RECREATIONAL BOATING:

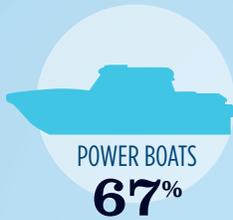
\$72.1 MILLION



RECREATIONAL BOATS IN CA-12

TOTAL BOATS* ▶ 4,148

REGISTERED BOATS	4,148
Power boats	2,761
PWCs	261
Sailboats	1,099
Other Boats	27
HOUSEHOLDS PER BOAT	76.1

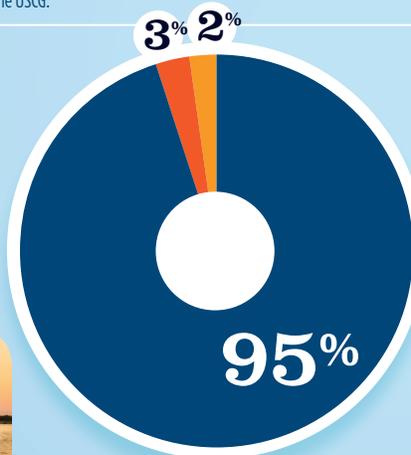


* Total boats are registered boats as reported by states to the USCG.

RECREATIONAL BOATING CREATES JOBS IN CA-12

TOTAL BOATING JOBS ▶ 298

Boat Building	-
Motor / Engine Mfgr.	-
Accessory / Supplies Mfgr.	6
Dealers / Wholesalers	9
Boat Services	283



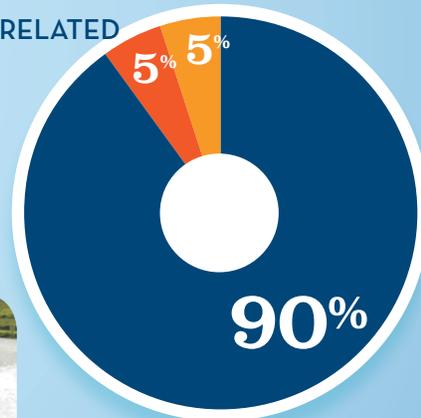
BOAT BUILDING † 3%
MOTOR/ENG. MFGR. † 2%
ACC./SUPPLIES MFGR. † 0%
DLRS/WHOLESALERS † 0%
BOAT SERVICES † 95%



RECREATIONAL BOATING-RELATED BUSINESSES IN CA-12

TOTAL BUSINESSES ▶ 39

Boat Building	-
Motor / Engine Mfgr.	-
Accessory / Supplies Mfgr.	2
Dealers / Wholesalers	2
Boat Services	35



BOAT BUILDING † 5%
MOTOR/ENG. MFGR. † 5%
ACC./SUPPLIES MFGR. † 0%
DLRS/WHOLESALERS † 0%
BOAT SERVICES † 90%

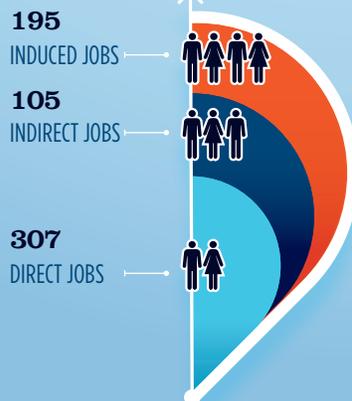


ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN CA-12

EST. TOTAL JOBS ▶ 608

EST. TOTAL LABOR INCOME ▶ \$24.8 MILLIONS

Est. Direct Income	\$10.5
Est. Indirect Income	\$5.7
Est. Induced Income	\$8.5



RECREATIONAL BOATING INDUSTRY SALES IN CA-12

Boat Building	\$0.0	\$0.0 MILLION
Motor / Engine Mfgr.	\$0.0	\$0.0 MILLION
Accessory / Supplies Mfgr.	\$1.2	\$0.0 MILLION
TOTAL MFG. SALES	\$1.2	
Dealers / Wholesalers	\$5.2	\$1.2 MILLION
Boat Services	\$51.0	\$5.2 MILLION
TOTAL RETAIL & SERVICES SALES	\$56.2	\$51.0 MILLION

BOAT BUILDING †
MOTOR/ENG. MFGR. †
ACC./SUPPLIES MFGR. †
DLRS/WHOLESALERS †
BOAT SERVICES †

Source: NMMMA's Center of Knowledge; Recreational Marine Research Center at Michigan State University