



National Marine Manufacturers Association

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ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN WISCONSIN

CONGRESSIONAL DISTRICT 2

Number of Recreational Boats*	49,231
Recreational Boating Industry Businesses	58
Total Jobs	3,427
Annual Recreational Boating-Related Spending	\$186.7 MILLION

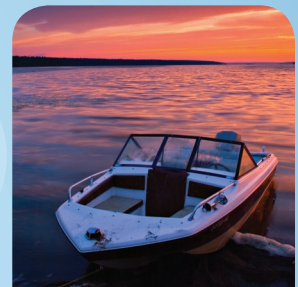
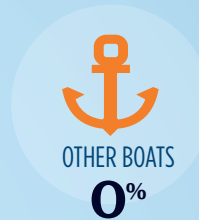
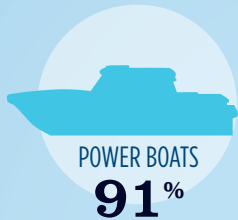
TOTAL ANNUAL ECONOMIC IMPACT OF RECREATIONAL BOATING:

\$437.3 MILLION

RECREATIONAL BOATS IN WI-2

TOTAL BOATS* 49,231

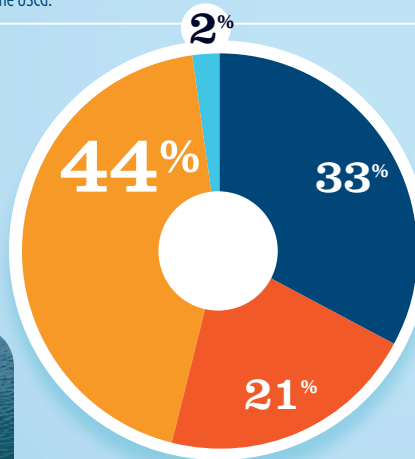
REGISTERED BOATS	49,231
Power boats	44,725
PWCs	3,057
Sailboats	1,337
Other Boats	112
HOUSEHOLDS PER BOAT	6.1



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

RECREATIONAL BOATING CREATES JOBS IN WI-2

TOTAL BOATING JOBS	468
Boat Building	8
Motor / Engine Mfgr.	-
Accessory / Supplies Mfgr.	205
Dealers / Wholesalers	99
Boat Services	156

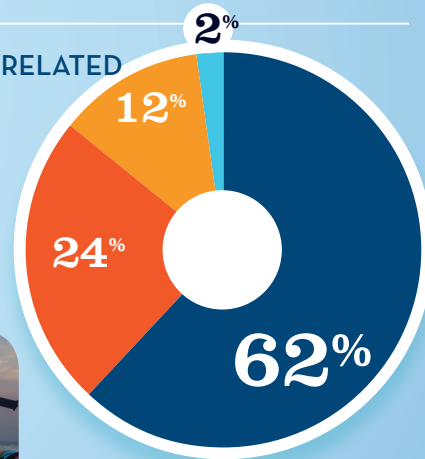


BOAT BUILDING
MOTOR/ENG. MFG. †
ACC./SUPPLIES MFGR.
DLRS/WHOLESALERS
BOAT SERVICES
† 0%



RECREATIONAL BOATING-RELATED BUSINESSES IN WI-2

TOTAL BUSINESSES	58
Boat Building	1
Motor / Engine Mfgr.	-
Accessory / Supplies Mfgr.	7
Dealers / Wholesalers	14
Boat Services	36

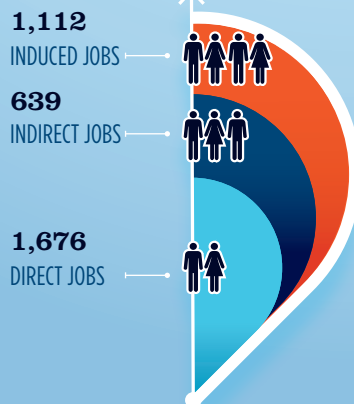


BOAT BUILDING
MOTOR/ENG. MFG. †
ACC./SUPPLIES MFGR.
DLRS/WHOLESALERS
BOAT SERVICES
† 0%



ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN WI-2

EST. TOTAL JOBS	3,427
EST. TOTAL LABOR INCOME (MILLIONS)	\$141.4
Est. Direct Income	\$56.9
Est. Indirect Income	\$35.8
Est. Induced Income	\$48.7



RECREATIONAL BOATING INDUSTRY SALES IN WI-2

Boat Building	\$2.1 MILLION
Motor / Engine Mfgr.	\$0.0 MILLION
Accessory / Supplies Mfgr.	\$47.9 MILLION
TOTAL MFG. SALES	\$50.0
Dealers / Wholesalers	\$46.6 MILLION
Boat Services	\$45.3 MILLION
TOTAL RETAIL & SERVICES SALES	\$91.9

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