



National Marine Manufacturers Association

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ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN WISCONSIN

CONGRESSIONAL DISTRICT 3

| | |
|--|------------------------|
| Number of Recreational Boats* | 80,205 |
| Recreational Boating Industry Businesses | 89 |
| Total Jobs | 5,318 |
| Annual Recreational Boating-Related Spending | \$291.3 MILLION |



TOTAL ANNUAL ECONOMIC IMPACT OF RECREATIONAL BOATING:

\$681.1 MILLION

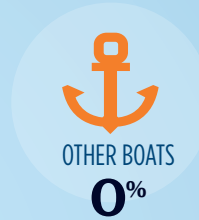
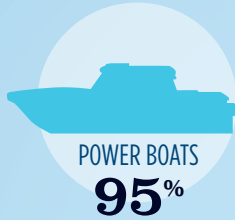
RECREATIONAL BOATS IN WI-3

TOTAL BOATS* **80,205**

| | |
|------------------|--------|
| REGISTERED BOATS | 80,205 |
| Power boats | 75,699 |
| PWCs | 3,456 |
| Sailboats | 757 |
| Other Boats | 293 |

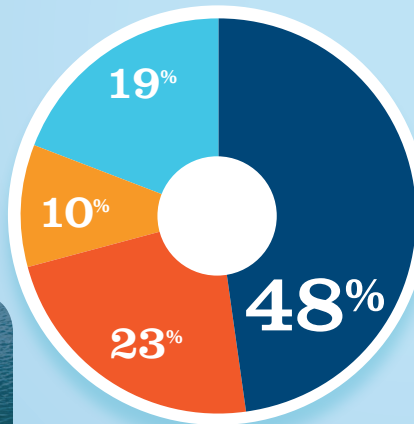
HOUSEHOLDS PER BOAT **3.4**

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



RECREATIONAL BOATING CREATES JOBS IN WI-3

| | |
|----------------------------|------------|
| TOTAL BOATING JOBS | 486 |
| Boat Building | 94 |
| Motor / Engine Mfgr. | - |
| Accessory / Supplies Mfgr. | 48 |
| Dealers / Wholesalers | 111 |
| Boat Services | 233 |

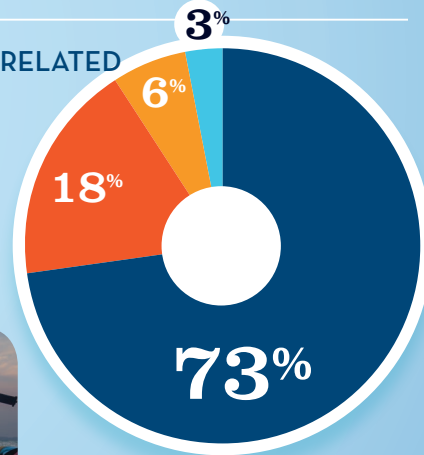


BOAT BUILDING
MOTOR/ENG. MFG. †
ACC./SUPPLIES MFGR.
DLRS/WHOLESALERS
BOAT SERVICES
† 0%



RECREATIONAL BOATING-RELATED BUSINESSES IN WI-3

| | |
|----------------------------|-----------|
| TOTAL BUSINESSES | 89 |
| Boat Building | 3 |
| Motor / Engine Mfgr. | - |
| Accessory / Supplies Mfgr. | 5 |
| Dealers / Wholesalers | 16 |
| Boat Services | 65 |

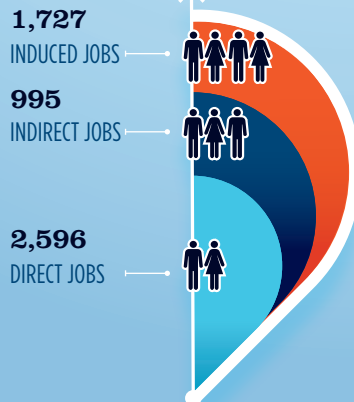


BOAT BUILDING
MOTOR/ENG. MFG. †
ACC./SUPPLIES MFGR.
DLRS/WHOLESALERS
BOAT SERVICES
† 0%



ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN WI-3

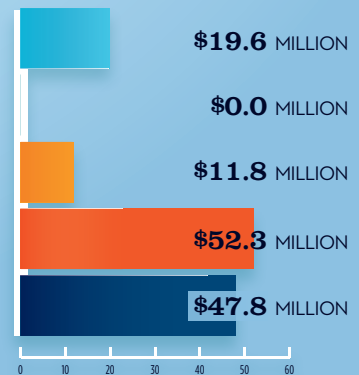
| | |
|-------------------------|-------------------------|
| EST. TOTAL JOBS | 5,318 |
| EST. TOTAL LABOR INCOME | \$219.5 MILLIONS |
| Est. Direct Income | \$88.0 |
| Est. Indirect Income | \$55.9 |
| Est. Induced Income | \$75.6 |



RECREATIONAL BOATING INDUSTRY SALES IN WI-3

| | | |
|-------------------------------|----------------|----------|
| Boat Building | \$19.6 | MILLIONS |
| Motor / Engine Mfgr. | \$0.0 | |
| Accessory / Supplies Mfgr. | \$11.8 | |
| TOTAL MFGR. SALES | \$31.4 | |
| Dealers / Wholesalers | \$52.3 | |
| Boat Services | \$47.8 | |
| TOTAL RETAIL & SERVICES SALES | \$100.1 | |

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



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