



National Marine Manufacturers Association

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ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN WISCONSIN

CONGRESSIONAL DISTRICT 4

Number of Recreational Boats*	15,656
Recreational Boating Industry Businesses	32
Total Jobs	1,102
Annual Recreational Boating-Related Spending	\$59.0 MILLION

TOTAL ANNUAL ECONOMIC IMPACT OF RECREATIONAL BOATING:

\$138.9 MILLION

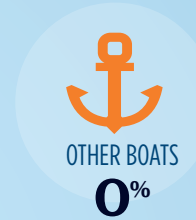
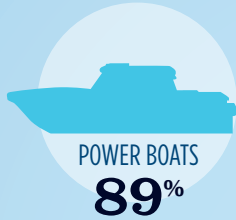
RECREATIONAL BOATS IN WI-4

TOTAL BOATS* ▶ 15,656

REGISTERED BOATS 15,656

Power boats	13,990
PWCs	938
Sailboats	705
Other Boats	23

HOUSEHOLDS PER BOAT 0.6

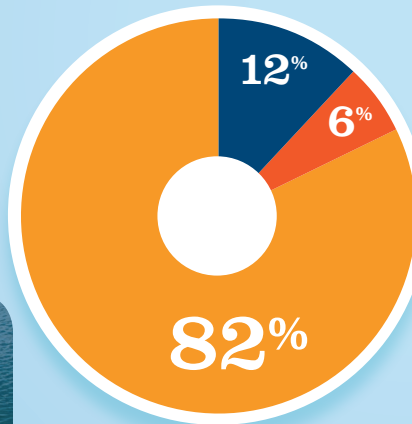


* Total boats are registered boats as reported by states to the USCG.

RECREATIONAL BOATING CREATES JOBS IN WI-4

TOTAL BOATING JOBS ▶ 924

Boat Building	-
Motor / Engine Mfr.	4
Accessory / Supplies Mfr.	756
Dealers / Wholesalers	57
Boat Services	107



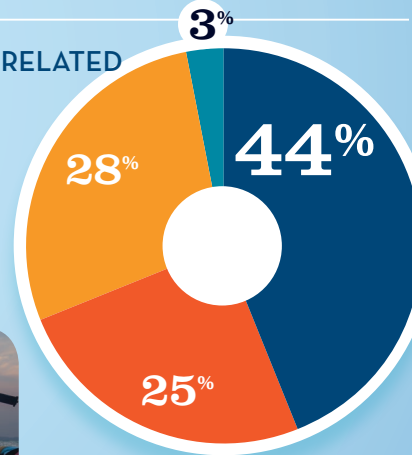
BOAT BUILDING † DLRS/WHOLESALERS
MOTOR/ENG. MFR. † BOAT SERVICES
ACC./SUPPLIES MFR. † 0%



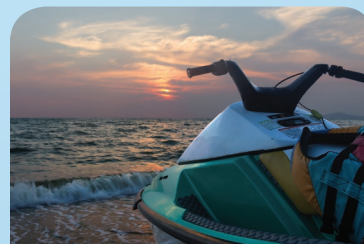
RECREATIONAL BOATING-RELATED BUSINESSES IN WI-4

TOTAL BUSINESSES ▶ 32

Boat Building	-
Motor / Engine Mfr.	1
Accessory / Supplies Mfr.	9
Dealers / Wholesalers	8
Boat Services	14



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

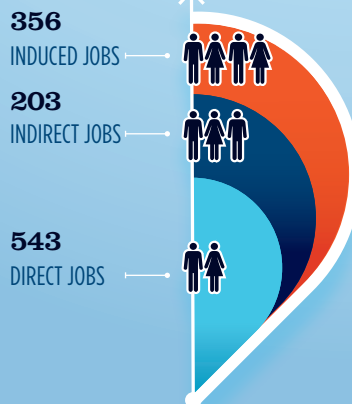


ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN WI-4

EST. TOTAL JOBS ▶ 1,102

EST. TOTAL LABOR INCOME \$45.2 MILLIONS

Est. Direct Income	\$18.3
Est. Indirect Income	\$11.3
Est. Induced Income	\$15.6

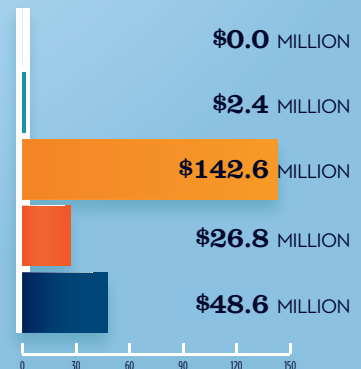


RECREATIONAL BOATING INDUSTRY SALES IN WI-4

Boat Building	\$0.0
Motor / Engine Mfr.	\$2.4
Accessory / Supplies Mfr.	\$142.6
TOTAL MFR. SALES	\$145.0

Dealers / Wholesalers	\$26.8
Boat Services	\$48.6
TOTAL RETAIL & SERVICES SALES	\$75.1

BOAT BUILDING DLRS/WHOLESALERS
MOTOR/ENG. MFR. BOAT SERVICES
ACC./SUPPLIES MFR.



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