



National Marine Manufacturers Association

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ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN WISCONSIN

CONGRESSIONAL DISTRICT 5

Number of Recreational Boats*	60,589
Recreational Boating Industry Businesses	60
Total Jobs	4,224
Annual Recreational Boating-Related Spending	\$229.5 MILLION

TOTAL ANNUAL ECONOMIC IMPACT OF RECREATIONAL BOATING:

\$538.0

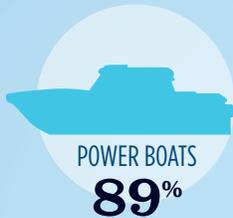
 MILLION

RECREATIONAL BOATS IN WI-5

TOTAL BOATS* ▶ **60,589**

REGISTERED BOATS	60,589
Power boats	54,053
PWCs	4,846
Sailboats	1,583
Other Boats	107

HOUSEHOLDS PER BOAT **4.8**

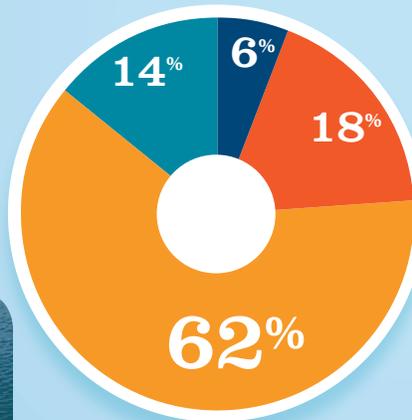


* Total boats are registered boats as reported by states to the USCG.

RECREATIONAL BOATING CREATES JOBS IN WI-5

TOTAL BOATING JOBS ▶ **1,944**

Boat Building	-
Motor / Engine Mfg.	275
Accessory / Supplies Mfg.	1,205
Dealers / Wholesalers	350
Boat Services	114



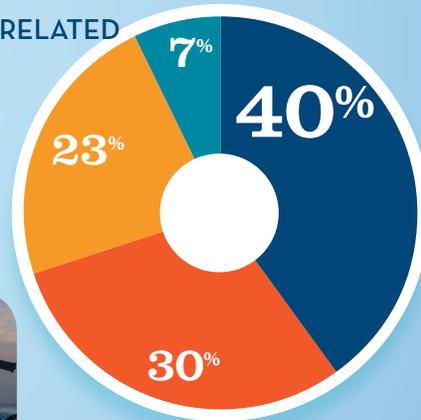
● BOAT BUILDING †
● MOTOR/ENG. MFG.
● ACC./SUPPLIES MFG.
● DLRS/WHOLESALERS
● BOAT SERVICES
 † 0%



RECREATIONAL BOATING-RELATED BUSINESSES IN WI-5

TOTAL BUSINESSES ▶ **60**

Boat Building	-
Motor / Engine Mfg.	4
Accessory / Supplies Mfg.	14
Dealers / Wholesalers	18
Boat Services	24



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

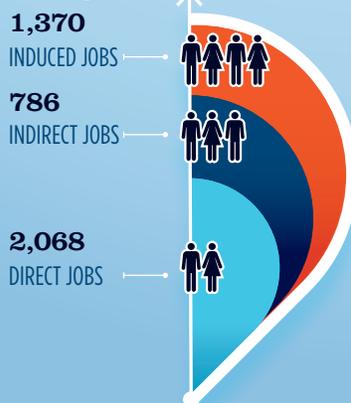


ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN WI-5

EST. TOTAL JOBS ▶ **4,224**

EST. TOTAL LABOR INCOME ▶ **\$174.2** MILLIONS

Est. Direct Income	\$70.1
Est. Indirect Income	\$44.1
Est. Induced Income	\$60.0



RECREATIONAL BOATING INDUSTRY SALES IN WI-5

Boat Building	\$0.0	\$0.0 MILLION
Motor / Engine Mfg.	\$29.4	
Accessory / Supplies Mfg.	\$197.2	\$197.2 MILLION
TOTAL MFG. SALES	\$226.6	
Dealers / Wholesalers	\$169.2	\$169.2 MILLION
Boat Services	\$27.0	\$27.0 MILLION
TOTAL RETAIL & SERVICES SALES	\$196.2	

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