



National Marine Manufacturers Association

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ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN WISCONSIN

CONGRESSIONAL DISTRICT 6

Number of Recreational Boats*	69,605
Recreational Boating Industry Businesses	98
Total Jobs	4,732
Annual Recreational Boating-Related Spending	\$257.7 MILLION

TOTAL ANNUAL ECONOMIC IMPACT OF RECREATIONAL BOATING:

\$603.5 MILLION

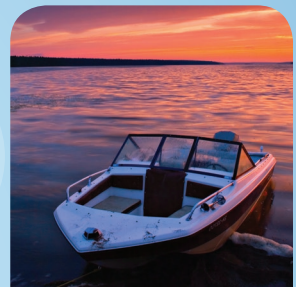
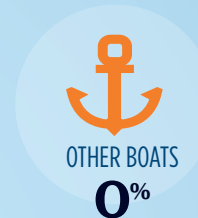
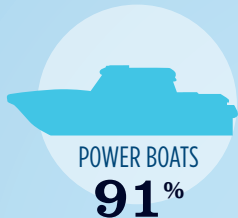
RECREATIONAL BOATS IN WI-6

TOTAL BOATS* ▶ 69,605

REGISTERED BOATS 69,605

Power boats	63,230
PWCs	4,757
Sailboats	1,523
Other Boats	95

HOUSEHOLDS PER BOAT 4.1

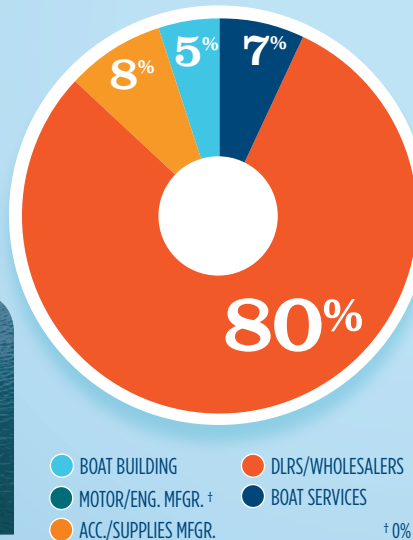


* Total boats are registered boats as reported by states to the USCG.

RECREATIONAL BOATING CREATES JOBS IN WI-6

TOTAL BOATING JOBS ▶ 4,260

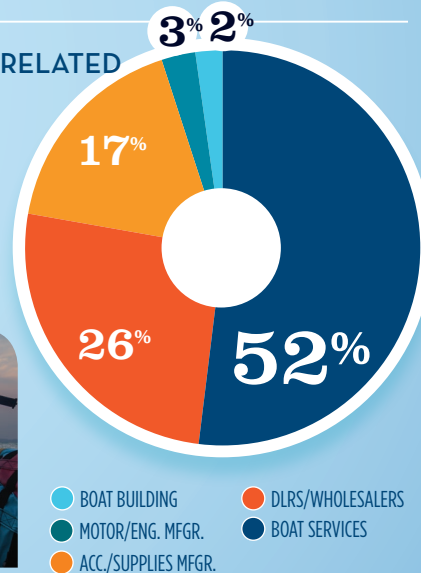
Boat Building	223
Motor / Engine Mfr.	19
Accessory / Supplies Mfr.	342
Dealers / Wholesalers	3,401
Boat Services	275



RECREATIONAL BOATING-RELATED BUSINESSES IN WI-6

TOTAL BUSINESSES ▶ 98

Boat Building	2
Motor / Engine Mfr.	3
Accessory / Supplies Mfr.	17
Dealers / Wholesalers	25
Boat Services	51

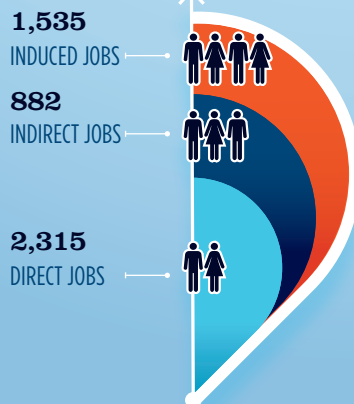


ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN WI-6

EST. TOTAL JOBS ▶ 4,732

EST. TOTAL LABOR INCOME ▶ \$195.1 MILLIONS

Est. Direct Income	\$78.4
Est. Indirect Income	\$49.5
Est. Induced Income	\$67.2



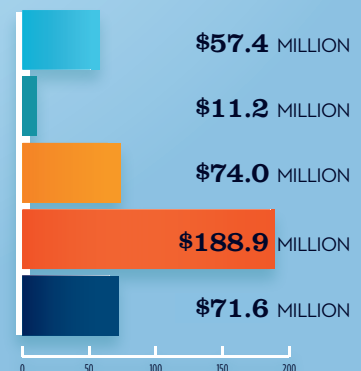
RECREATIONAL BOATING INDUSTRY SALES IN WI-6

Boat Building	\$57.5
Motor / Engine Mfr.	\$11.2
Accessory / Supplies Mfr.	\$74.0
TOTAL MFR. SALES	\$142.7

Dealers / Wholesalers \$188.9
Boat Services \$71.6

TOTAL RETAIL & SERVICES SALES ▶ \$260.5

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



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