



National Marine Manufacturers Association

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ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN WISCONSIN

CONGRESSIONAL DISTRICT 7

Number of Recreational Boats*	134,344
Recreational Boating Industry Businesses	186
Total Jobs	8,569
Annual Recreational Boating-Related Spending	\$470.3 MILLION

TOTAL ANNUAL ECONOMIC IMPACT OF RECREATIONAL BOATING:

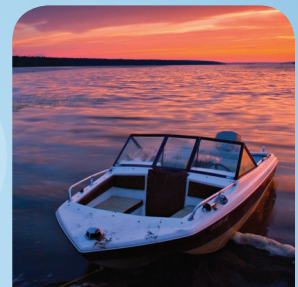
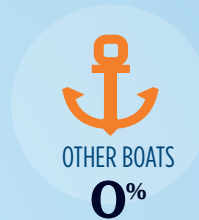
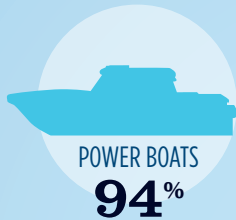
\$1,097.8 MILLION



RECREATIONAL BOATS IN WI-7

TOTAL BOATS* ▶ **134,344**

REGISTERED BOATS	134,344
Power boats	126,440
PWCs	6,060
Sailboats	1,552
Other Boats	292
HOUSEHOLDS PER BOAT	2.2

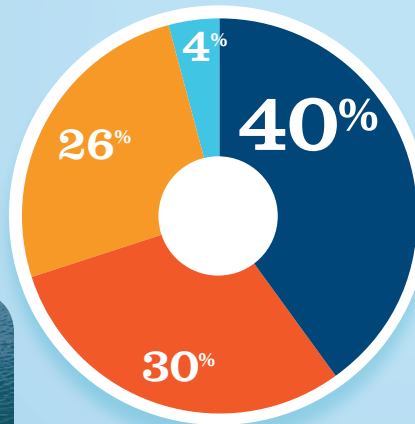


* Total boats are registered boats as reported by states to the USCG.

RECREATIONAL BOATING CREATES JOBS IN WI-7

TOTAL BOATING JOBS ▶ **1,090**

Boat Building	48
Motor / Engine Mfgr.	-
Accessory / Supplies Mfgr.	280
Dealers / Wholesalers	324
Boat Services	438



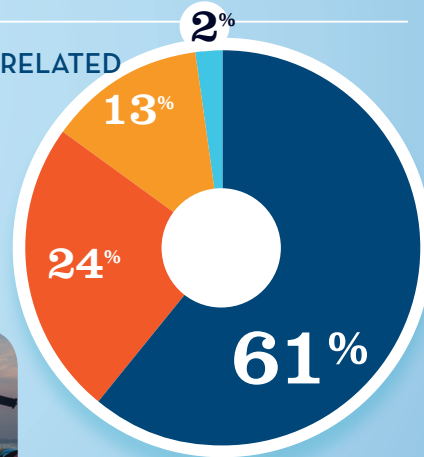
BOAT BUILDING 4%
MOTOR/ENG. MFGR. † 0%
ACC./SUPPLIES MFGR. 30%
DLRS/WHOLESALERS 26%
BOAT SERVICES 40%



RECREATIONAL BOATING-RELATED BUSINESSES IN WI-7

TOTAL BUSINESSES ▶ **186**

Boat Building	3
Motor / Engine Mfgr.	-
Accessory / Supplies Mfgr.	25
Dealers / Wholesalers	45
Boat Services	113



BOAT BUILDING 2%
MOTOR/ENG. MFGR. † 0%
ACC./SUPPLIES MFGR. 13%
DLRS/WHOLESALERS 24%
BOAT SERVICES 61%

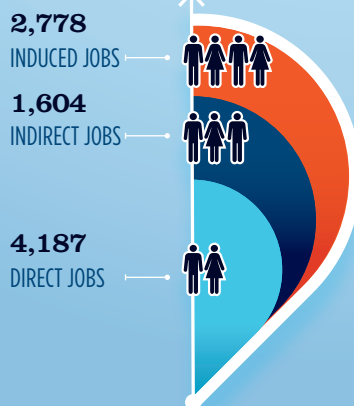


ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN WI-7

EST. TOTAL JOBS ▶ **8,569**

EST. TOTAL LABOR INCOME ▶ **\$353.1** MILLIONS

Est. Direct Income	\$141.3
Est. Indirect Income	\$90.2
Est. Induced Income	\$121.6



RECREATIONAL BOATING INDUSTRY SALES IN WI-7

Boat Building	\$12.8	MILLIONS
Motor / Engine Mfgr.	\$0.0	MILLIONS
Accessory / Supplies Mfgr.	\$67.4	MILLIONS
TOTAL MFG. SALES	\$80.2	
Dealers / Wholesalers	\$153.6	MILLIONS
Boat Services	\$97.6	MILLIONS
TOTAL RETAIL & SERVICES SALES	\$251.2	

BOAT BUILDING 12.8%
MOTOR/ENG. MFGR. 0.0%
ACC./SUPPLIES MFGR. 67.4%
DLRS/WHOLESALERS 153.6%
BOAT SERVICES 97.6%

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