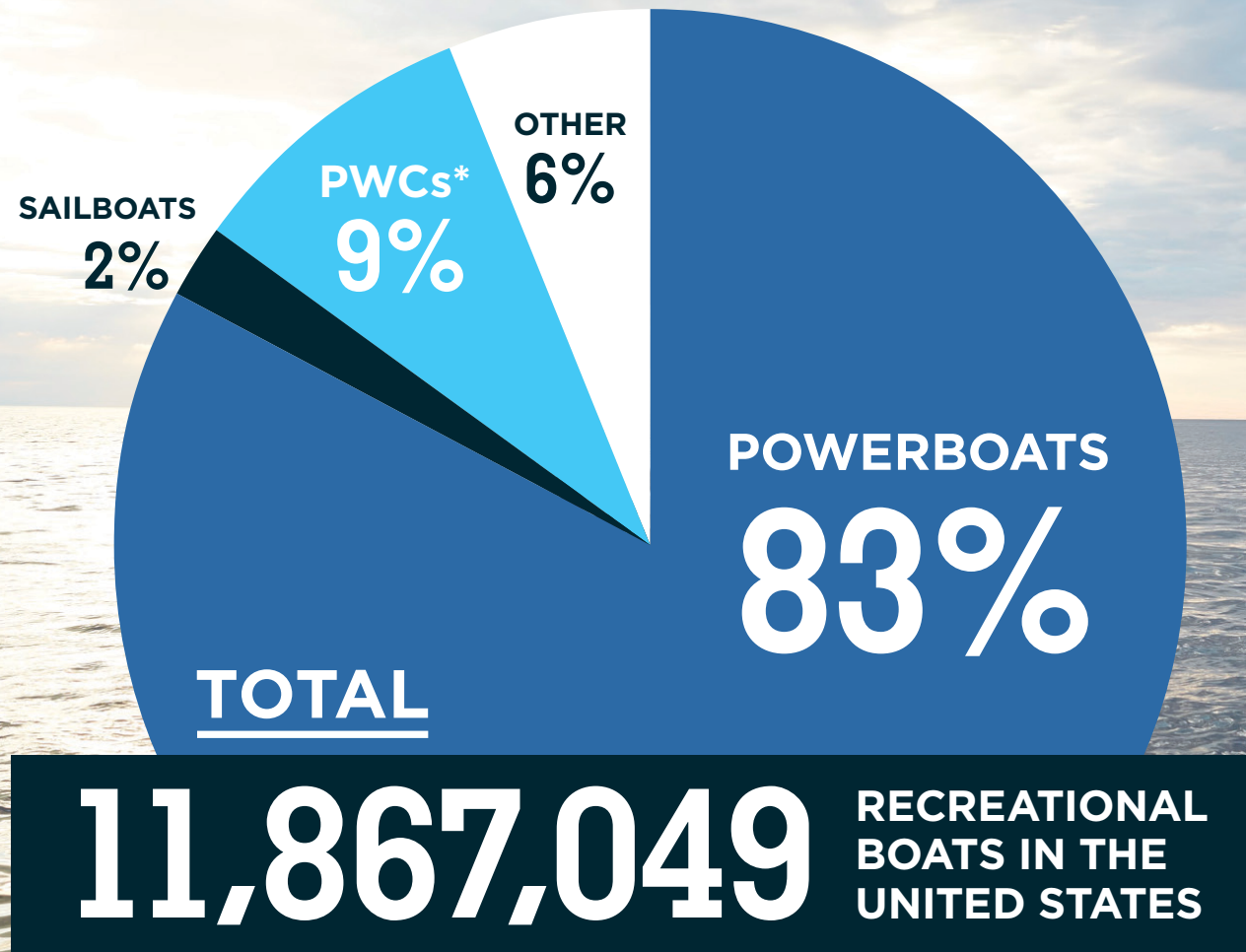


U.S. Recreational Boating Statistics



*PWC: Personal Watercraft

72%

of boat owners have a household **income of less than \$100k**



87.3

MILLION

Boaters **took to the water** in the U.S. in 2014



TOP 3

Most Popular Boating Activities

FISHING



SWIMMING



ENTERTAINING



95%

of boats in the U.S. are **under 26 feet and towable**



DATA SOURCES: Unless otherwise noted, data is from the NMMA 2015 Recreational Boating Statistical Abstract. Data for Economic Impact, Jobs and Businesses is taken from the NMMA 2012 Boating Economic Impact Study. Boating activity and demographic data is taken from NMMA's 2014 Boat Ownership and Participation Study.

Marine Manufacturing Around the U.S.

TOTAL ANNUAL ECONOMIC IMPACT*

\$121.5 Billion

**Includes Direct, Indirect, and Induced Spending*

Number of Jobs

DIRECT 472,389 **INDIRECT 177,625**



TOTAL 650,014

Number of Businesses



TOTAL 34,833

Boats Sold in the U.S.



95% of boats sold in the U.S. are made in the U.S.

\$35.9 BILLION

Total U.S. expenditures on boats, engines, accessories & related costs**

***Includes maintenance, storage, fuel, insurance, taxes and interest*

\$17.5 BILLION

Annual retail sales of new boats, engines & marine accessories in the U.S.

U.S. MARINE MANUFACTURING PLANTS



LEGEND

Engine Manufacturer

Accessory Manufacturer

Boat Manufacturer