The U.S. recreational boating industry has an annual economic impact of more than $121.5 BILLION (includes direct, indirect and induced spending).

**Supporting**
- 650,000 direct & indirect American jobs
- 34,833 businesses

- **95%** of boats in the U.S. are small, towable boats under 26 feet
- **62%** of boat owners have an annual household income of $100K or less

**11,861,811** registered boats in the U.S.

- **82%** powerboat
- **10%** PWC
- **2%** sail
- **6%** other

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

**TOP 3 Most Popular Boating Activities**
- Fishing
- Swimming
- Entertaining

ANNUAL U.S. SALES OF BOATS, MARINE PRODUCTS AND SERVICES:
- **$36 BILLION** including maintenance, storage, fuel, insurance, taxes & interest
- **$17.9 BILLION** annual retail sales of new boats, engines & marine accessories in the U.S.

**IN 2016**
- **141.6 MILLION** Americans
- 71.1 MILLION adults & 70.5 MILLION children under the age of 18

**DATA SOURCES**
Unless otherwise noted, data is from the NMMA 2016 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 2016 Recreational Boating Participation Study.