National Marine Manufacturers Association

INDUSTRY STATISTICS & RESEARCH

2009 RECREATIONAL BOATING Statistical Abstract

$950

2009

RECREATIONAL BOATING

Statistical Abstract

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The 2009 Recreational Boating Abstract is a comprehensive summary of statistics on the recreational boating industry in the United States. It presents data collected by the National Marine Manufacturers Association (NMMA) through a coalition of sources brought together by the NMMA Industry Statistics & Research Department.

These partnerships form a "Center of Knowledge" for marine industry statistics and research that enables NMMA to provide the industry with timely, accurate, practical data and analysis of the marine marketplace.

The report presents detailed data on boat registrations, sales, expenditures, participation and the retail market. Boating Population includes expanded boating participation, ownership, usage and behavior data from boater participation and boat owner surveys conducted by the Recreational Marine Research Center (RMRC) in late 2009. Import/Export has been expanded to included a more in-depth look at the import/export marketplace with new product category, trade partners and regional analysis.

NMMA's Industry Statistics & Research Department analyzed and formatted all data in this report. The complete list of sources can be found on page 237.

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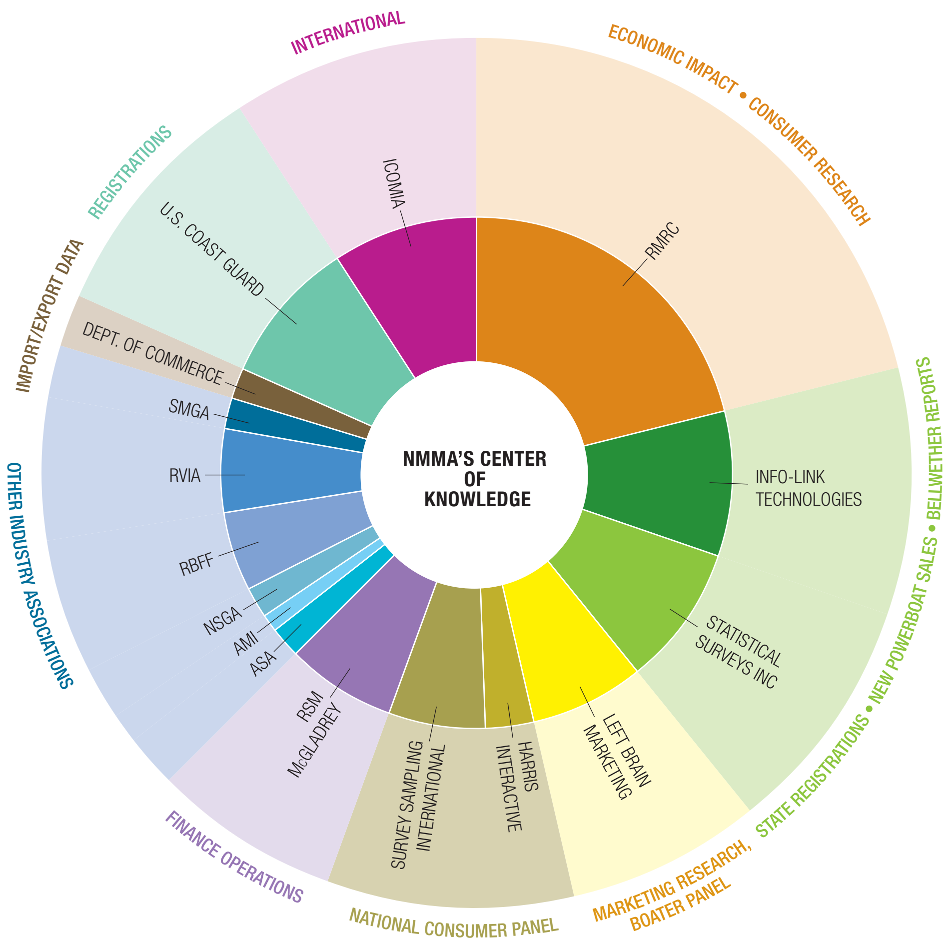
Coalition of NMMA Resources in the "Center of Knowledge"

Mission: Bring together a coalition of resources for marine industry statistics and research to provide industry stakeholders, the press and the general public with current, valid and reliable information on the recreational boating industry.



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EXECUTIVE SUMMARY

Recreational boating remains an important contributor to the U.S. economy, generating $30.8 billion in sales and services during 2009, a decrease of nine percent from 2008 (Table 5.2)

- In response to a weakened economy throughout 2009, the number of new boats sold decreased 19 percent to 572,500 units. (Table 5.2)
- New boat and motor sales totaled $8.5 billion in 2009, a 24 percent decrease from 2008. (Table 5.2)
- Average price of a new traditional powerboat (with engine) in 2009 was $36,383, flat with 2008. (Tables 3.1 and 3.1.1)
- Average price of a pre-owned traditional powerboat (with engine) in 2009 was $12,959, a decrease of two percent. (Table 5.3)
- Average price of a new outboard engine remained flat in 2009 at $9,178. (Table 3.1)
- Average price of a pre-owned outboard engine remained flat in 2009 at $3,212. (Table 5.2)
- Average price of a new outboard boat, engine and trailer package in 2009 was $29,292, relatively flat from 2008. (Table 9.7.1)
- Pre-owned boats accounted for 82 percent of all power and sailboats sold in 2009, up six percentage points from the previous year. (Table 4.1)
- Demonstrating the seasonality of boat sales, 44 percent of new boats were sold in the second quarter, followed by 30 percent in the third quarter. May, June and July were the most active months for boat sales in 2009. (Table 5.4)
- Florida ranked number one in total expenditures for new powerboats, motors, trailers and accessories followed by Texas, California, North Carolina and New York, respectively. The top 20 states accounted for more than seven out of every 10 dollars spent in 2009 on new powerboats, outboard engines, trailers and accessories. (Table 5.7)
- Aftermarket accessory sales fell an estimated five percent to $2.3 billion compared to 2008. (Table 5.2)

Following declines across most economic indicators in 2009, traditional powerboat sales (inboard, outboard and sterndrive boats) also decreased

- The traditional powerboat segment declined 24 percent in units to 153,550; retail sales were down 25 percent to $5.7 billion. (Table 3.1.1)
- The decline in sales for the traditional powerboat market reflected a recession in the U.S. economy throughout 2009, as well as the tightening of credit for consumers and floorplan financing for boat dealers.

Boating participation remains a gateway to boat ownership as nearly 66 million U.S. adults took to the water in 2009 (Table 1.1)

- Adult participation in recreational boating decreased six percent to an estimated 65.9 million in 2009 from 70 million in 2008. (Table 1.1)
- Of the 232.7 million U.S. adults in 2009, 28.3 percent went boating at least once during the year; this represents a decrease from the 30.5 percent in 2008. (Table 1.1)
- Adults who participated in boating as children were more likely to boat as adults; more than eight out of 10 current participants boated as children. (Table 1.9)
- The number of boats in use fell slightly to 16.74 million in 2009 from 16.87 in 2008. (Table 1.2)
- Outboard boats accounted for nearly half of all boats in use with more than 8.2 million on the water in 2009. (Table 1.3)

Nationally, total boat registrations decreased one percent to 12.7 million in 2008 (Table 6.1)

- The top 20 states represented nearly three out of every four boats registered in the U.S., a total of more than 9.5 million boats. (Table 6.2)
- Regionally, the Great Lakes states (IL, IN, MI, MN, OH, WI) had the most registered boats with 3.4 million (an increase of one percent from the previous year), accounting for 27 percent of registered boats in 2008. All six states that comprise the Great Lakes region are in the top 20 states for boat registrations. (Table 6.3)
- Registrations increased slightly in the Great Lakes and Gulf Coast regions. (Table 6.4)
- Outboard boats made up nearly two-thirds of registered mechanically propelled boats in 2008; registrations for this segment were flat with 2007. (Table 6.10)
- Auxiliary sailboat registrations increased nearly four percent in 2008. (Table 6.10)
- Ninety-five percent of registered mechanically propelled boats were less than 26 feet in length. (Table 6.8)

Boating habits were impacted by the economy, time constraints in 2009

- Nearly 89 percent of current boat owners took their watercraft out on the water in 2009, a four percentage point increase over the previous year. (Table 1.17a)
- Time constraints were cited as the primary reason for not boating by active boat owners (44 percent) followed by the cost of fuel for the boat (32 percent) and reduced income (26 percent). (Table 1.17c)
- Although primary powerboats were used more often in 2009, an average of 30 days on the water compared to 26 days the previous year, fuel expenditures declined 34 percent as the cost of a gallon of gasoline decreased by $1.32 in 2009 as compared to 2008. (Table 1.20)

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Demographic data affirms American boat owners are largely 'middle-class'

- Ninety-five percent of registered mechanically propelled boats on the water in 2009 were 26 feet or less, meaning they were largely affordable, entry-level trailerable boats. (Table 6.8)
- Three out of four current boat owners have an average household income under $100,000. (Table 1.15)
- Sixty-nine percent of boat owners in 2009 were married. (Table 1.15)

In 2008, there were 5,284 recreational marine manufacturers, employing slightly more than 135,900 people and generating $31.3 billion in revenue. (Table 2.11b)

- There were more than 33,000 retail/service boating businesses, employing 217,718 people in 2008. (Table 2.11a)
- Florida ranked first in number of boating businesses with a total of 5,541 boating businesses, employing 30,065 people, in 2008. (Table 2.11a)

EXPANDED SECTION: The export value of boats and engines was greater than imported boats and engines in 2009, resulting in the third highest trade surplus for recreational boats on record (Section 7)

- **NEW:** The entire Import/Export section has been re-formatted to include more detailed product category information and expanded trading partner profiles.
- Total boat and engine exports of $1.8 billion and imports of $1.2 billion resulted in a trade surplus of $574 million, down 34 percent from the previous year (which had the largest trade surplus since NMMA began collecting data in 1996). (Table 7.1)
- The export value of boats was greater than imported boats during 2009, resulting in a $646 million trade surplus, 48 percent less than 2008's record high. Withal, the 2009 surplus was the third highest on record, following 2008 and 2007, respectively. (Table 7.1.1)
- The total number of boats exported from the U.S. in 2009 declined 28 percent to 111,000 units resulting in a decrease in the value of exported boats and engines of 42 percent to $1.8 billion. Boat export dollars fell 42 percent to $1.4 billion; engine export dollars were down 43 percent to $318 million. (Tables 7.2.1 and 7.1.1)
- Inboard boats, "other" and sterndrive boats were the leading exports, together accounting for 84 percent of the export value. (Table 7.1.1)
- Combined, Canada ($478 million), Western Europe ($457 million) and Latin America ($357 million) accounted for nearly three-quarters of export dollars in 2009. (Table 7.15)
- The number of boats imported to the U.S. decreased slightly in 2009, down three percent to 222,700 units. As a result, the value of imported boats and engines declined 45 percent in 2009 to $1.2 billion; boat import dollars fell 36 percent to $790 million and engine import dollars were down 58 percent to $390 million. (Table 7.2.2 and 7.1.2)
- Nearly half ($544 million) of boat and marine engine import dollars were from Asia, followed by Western Europe ($293 million) and Canada ($207 million) in 2009. (Table 7.16)

Key economic factoids for 2009

- Retail sales of both new powerboats/sailboats and recreational vehicles fell to record low totals in 2009; new boat sales were down 26 percent to 228,500 and RV sales down 25 percent to 171,700. (Table 2.2)
- New car and light truck sales declined by 21 percent to a near 30-year low on a rolling 12-month basis compared to 2008. (Table 2.2c)
- "Other" expenditures incurred by boat owners (excluding the amount spent on the purchase of a boat, motor, trailer and accessories) amounted to $8.5 billion in 2009, down six percent from the previous year. Repair/services accounted for nearly 30 percent, followed by fuel (26 percent) and storage (22 percent). (Table 2.8)
- A historical look at the Consumer Confidence Index and the Recreational Marine Index on a rolling 12-month basis shows boat sales track closely with consumer confidence. If historical trends continue, there is indication boat sales should return to growth by the end of 2010 or early 2011. (Tables 2.3b and 2.4)

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1.1 Participation

Of the 232.7 million adults living in the United States in 2009, 28.3% or 65.9 million, participated in recreational boating at least once during the year; a 2.2% decrease from the 30.5% recorded the previous year.

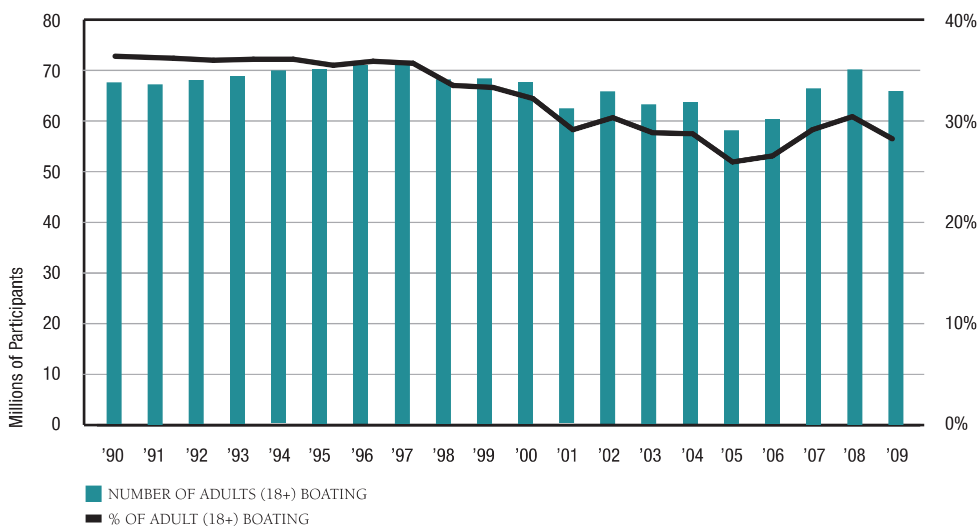
The number of adults who went boating at least once in 2009 decreased 4.1 million to 65.9 million, a nearly 6% decline from the 70 million participants recorded the previous year and the first decline since 2005.

SOURCE: RMRC/NMMA

TABLE 1.1

YEAR	ADULTS (18+) BOATING No. in Millions	ADULTS (18+) BOATING Percentage
1990	67.4	36.5%
1991	67.2	36.3%
1992	67.9	36.1%
1993	68.7	36.2%
1994	69.6	36.2%
1995	70.0	35.6%
1996	70.7	36.0%
1997	71.3	35.8%
1998	68.0	33.6%
1999	68.2	33.4%
2000	67.5	32.3%
2001	62.1	29.2%
2002	65.5	30.4%
2003	63.0	28.9%
2004	63.4	28.8%
2005	57.9	26.0%
2006	60.2	26.6%
2007	66.4	29.2%
2008	70.1	30.5%
2009	**65.9**	**28.3%**

CHART 1.1



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1.2 Total recreational boats in use

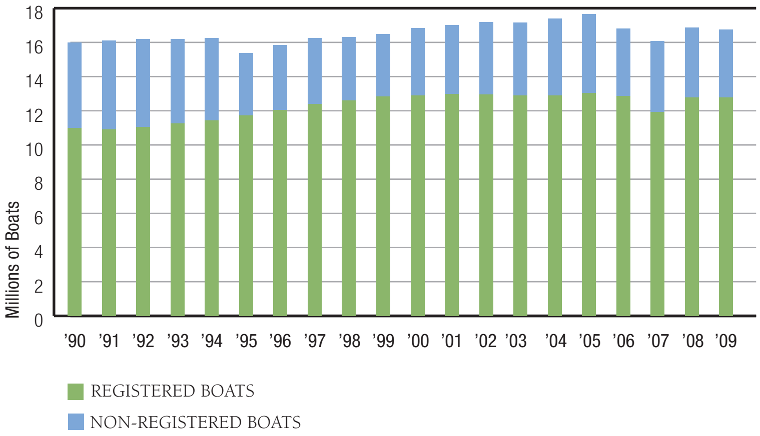
The total number of recreational boats in use during 2009 decreased approximately 0.8%, or 130,000 vessels; it's estimated there were 16.74 million boats in use during 2009, compared to 16.87 million during 2008.

SOURCE: USCG/NMMA

TABLE 1.2

YEAR	REGISTERED BOATS/DOCUMENTED Millions	NON-REGISTERED BOATS Millions	TOTAL Millions
1990	11.00	4.99	15.99
1991	11.07	5.19	16.26
1992	11.13	5.13	16.26
1993	11.28	4.93	16.21
1994	11.43	4.81	16.24
1995	11.74	3.64	15.38
1996	12.06	3.77	15.83
1997	12.41	3.83	16.23
1998	12.67	3.70	16.37
1999	12.84	3.64	16.48
2000	12.89	3.94	16.83
2001	12.99	4.01	17.00
2002	12.97	4.21	17.18
2003	12.91	4.25	17.16
2004	12.90	4.47	17.37
2005	13.06	4.61	17.67
2006	12.87	3.94	16.81
2007	12.88	4.14	16.94
2008	12.80	4.07	16.87
2009 est.	**12.78**	**3.96**	**16.74**

CHART 1.2



1.3 Recreational boats in use by type

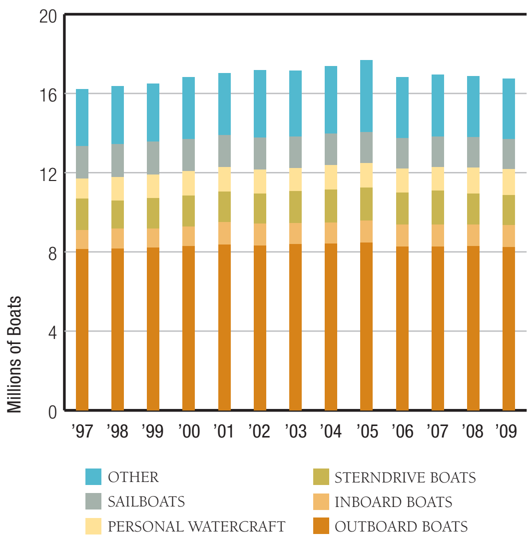
Outboard boats were the most popular type of recreational boat in use for the 13th consecutive year; of the 16.7 million boats on the water in 2009, 8.2 million, or 49%, were outboard boats.

SOURCE: USCG/NMMA

TABLE 1.3

YEAR	OUTBOARD BOATS Millions	INBOARD BOATS Millions	STERNDRIVE BOATS Millions	PERSONAL WATERCRAFT Millions	SAILBOATS Millions	OTHER Millions	TOTAL Millions
1997	8.13	0.98	1.58	1.00	1.65	2.89	16.23
1998	8.18	0.99	1.42	1.18	1.67	2.93	16.37
1999	8.22	0.94	1.55	1.20	1.65	2.93	16.48
2000	8.29	0.98	1.57	1.23	1.64	3.13	16.83
2001	8.37	1.12	1.56	1.22	1.63	3.11	17.00
2002	8.33	1.09	1.52	1.22	1.61	3.42	17.18
2003	8.40	1.06	1.60	1.17	1.58	3.35	17.16
2004	8.42	1.06	1.66	1.25	1.58	3.40	17.37
2005	8.47	1.10	1.68	1.23	1.57	3.62	17.67
2006	8.27	1.09	1.64	1.19	1.56	3.07	16.81
2007	8.28	1.10	1.71	1.19	1.55	3.11	16.94
2008	8.29	1.09	1.57	1.31	1.54	3.07	16.87
2009 est.	**8.24**	**1.10**	**1.54**	**1.29**	**1.54**	**3.03**	**16.74**

CHART 1.3



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3.1 Boating retail market

New boat unit sales declined 19% during 2009.

Total new boat retail sales fell to $6.8 billion, down 26% compared to the previous year.

Outboard engine sales declined 20% in 2009 to 180,700 units; retail sales fell 20% to $1.7 billion.

SOURCE: NMMA

TABLE 3.1

		2000	2001	2002	2003	2004
Outboard Boats	Total Units Sold	241,200	217,800	212,000	207,100	216,600
	Retail Value (Billions of Dollars)	$2.216	$2.209	$2.437	$2.743	$2.868
	Average Unit Cost	$9,188	$10,144	$11,495	$13,244	$13,239
Outboard Engines	Total Units Sold	348,700	299,100	302,100	305,400	315,300
	Retail Value (Billions of Dollars)	$2.902	$2.411	$2.479	$2.555	$2.879
	Average Unit Cost	$8,322	$8,061	$8,205	$8,365	$9,131
Boat Trailers	Total Units Sold	158,500	135,900	141,200	130,600	133,400
	Retail Value (Billions of Dollars)	$0.184	$0.182	$0.201	$0.202	$0.228
	Average Unit Cost	$1,164	$1,337	$1,421	$1,547	$1,709
Inboard Boats—	Total Units Sold	13,600	11,100	10,500	11,100	11,600
Ski/Wakeboard Boats	Retail Value (Billions of Dollars)	$0.366	$0.353	$0.399	$0.403	$0.435
	Average Unit Cost	$26,944	$31,763	$37,982	$36,332	$37,533
Inboard Boats—Cruisers	Total Units Sold	10,300	10,800	11,800	8,100	8,600
	Retail Value (Billions of Dollars)	$2.926	$3.758	$4.337	$3.020	$3.335
	Average Unit Cost	$284,054	$348,007	$367,505	$372,830	$387,771
Sterndrive Boats	Total Units Sold	78,400	72,000	69,300	69,200	71,100
	Retail Value (Billions of Dollars)	$2.245	$2.218	$2.192	$2.221	$2.368
	Average Unit Cost	$28,634	$30,802	$31,634	$32,097	$33,306
Canoes	Total Units Sold	111,800	105,800	100,000	86,700	93,900
	Retail Value (Billions of Dollars)	$0.065	$0.057	$0.057	$0.050	$0.057
	Average Unit Cost	$577	$543	$569	$573	$605
Kayaks	Total Units Sold	—	357,100	340,300	324,000	337,300
	Retail Value (Billions of Dollars)	—	$0.177	$0.158	$0.151	$0.160
	Average Unit Cost	—	$495	$463	$466	$473
Inflatables	Total Units Sold	—	—	—	30,500	31,600
	Retail Value (Billions of Dollars)	—	—	—	$0.067	$0.065
	Average Unit Cost	—	—	—	$2,211	$2,047
Personal Watercraft	Total Units Sold	92,000	80,900	79,300	80,600	79,500
	Retail Value (Billions of Dollars)	$0.720	$0.641	$0.698	$0.717	$0.733
	Average Unit Cost	$7,828	$7,929	$8,798	$8,890	$9,226
Jet Boats	Total Units Sold	7,000	6,200	5,100	5,600	5,600
	Retail Value (Billions of Dollars)	$0.124	$0.119	$0.108	$0.115	$0.130
	Average Unit Cost	$17,663	$19,144	$21,176	$20,584	$23,280
Houseboats**	Total Units Sold	—	—	—	—	550
	Retail Value (Billions of Dollars)	—	—	—	—	—
	Average Unit Cost	—	—	—	—	—
Sailboats*	Total Units Sold	22,500	18,600	15,800	15,000	14,300
	Retail Value (Billions of Dollars)	$0.761	$0.639	$0.568	$0.540	$0.603
	Average Unit Cost	$33,805	$34,336	$35,936	$35,983	$42,195
TOTAL NEW BOAT SALES	**UNITS**	**576,800**	**880,300**	**844,100**	**837,900**	**870,650**
	TOTAL DOLLARS (BILLIONS)	**$8.662**	**$10.171**	**$10.952**	**$10.027**	**$10.754**
	% CHANGE UNITS	**-1.0%**	**52.6%**	**-4.1%**	**-0.7%**	**3.9%**
	% CHANGE DOLLARS	**21.6%**	**17.4%**	**7.7%**	**-8.5%**	**7.3%**

*Source: The Sailing Company's Annual Sailing Business Review.

**Previously reported in the individual power categories.

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		2005	2006	2007	2008	2009	% CHANGE
Outboard Boats	Total Units Sold	213,300	204,200	188,700	151,400	**117,500**	-22.4%
	Retail Value (Billions of Dollars)	$3.201	$3.216	$3.359	$2.803	**$2.157**	-23.0%
	Average Unit Cost	$15,006	$15,748	$17,798	$18,513	**$18,356**	-0.8%
Outboard Engines	Total Units Sold	312,000	301,700	275,500	227,000	**180,700**	-20.4%
	Retail Value (Billions of Dollars)	$3.155	$3.255	$2.689	$2.071	**$1.659**	-19.9%
	Average Unit Cost	$10,112	$10,790	$9,761	$9,125	**$9,178**	0.6%
Boat Trailers	Total Units Sold	134,100	130,900	126,200	92,400	**56,900**	-38.4%
	Retail Value (Billions of Dollars)	$0.248	$0.296	$0.232	$0.162	**$0.088**	-45.3%
	Average Unit Cost	$1,846	$2,260	$1,839	$1,750	**$1,555**	-11.1%
Inboard Boats—	Total Units Sold	12,600	13,100	12,000	8,900	**6,500**	-27.0%
Ski/Wakeboard Boats	Retail Value (Billions of Dollars)	$0.508	$0.568	$0.567	$0.449	**$0.348**	-22.5%
	Average Unit Cost	$40,297	$43,386	$47,234	$50,400	**$53,516**	6.2%
Inboard Boats—Cruisers	Total Units Sold	7,800	6,900	6,200	4,200	**3,000**	-28.6%
	Retail Value (Billions of Dollars)	$3.119	$3.070	$2.888	$2.548	**$1.921**	-24.6%
	Average Unit Cost	$399,815	$444,872	$465,826	$606,621	**$640,418**	5.6%
Sterndrive Boats	Total Units Sold	72,300	67,700	60,400	38,500	**26,550**	-31.0%
	Retail Value (Billions of Dollars)	$2.573	$2.724	$2.672	$1.789	**$1.244**	-30.4%
	Average Unit Cost	$35,592	$40,237	$44,238	$46,459	**$46,858**	0.9%
Canoes	Total Units Sold	77,200	99,900	99,600	73,700	**89,600**	21.6%
	Retail Value (Billions of Dollars)	$0.048	$0.058	$0.055	$0.040	**$0.043**	7.0%
	Average Unit Cost	$627	$585	$553	$547	**$482**	-12.0%
Kayaks	Total Units Sold	349,400	393,400	346,600	322,700	**254,000**	-21.3%
	Retail Value (Billions of Dollars)	$0.167	$0.196	$0.184	$0.171	**$0.147**	-14.4%
	Average Unit Cost	$478	$497	$531	$531	**$578**	8.8%
Inflatables	Total Units Sold	30,100	25,100	29,400	28,300	**21,700**	-23.3%
	Retail Value (Billions of Dollars)	$0.058	$0.048	$0.118	$0.084	**$0.084**	0.5%
	Average Unit Cost	$1,912	$1,921	$4,012	$2,952	**$3,868**	31.0%
Personal Watercraft	Total Units Sold	80,200	82,200	79,900	62,600	**44,500**	-28.9%
	Retail Value (Billions of Dollars)	$0.762	$0.792	$0.793	$0.670	**$0.500**	-25.3%
	Average Unit Cost	$9,495	$9,636	$9,931	$10,703	**$11,242**	5.0%
Jet Boats	Total Units Sold	6,700	6,200	6,800	4,900	**3,550**	-27.6%
	Retail Value (Billions of Dollars)	$0.168	$0.152	$0.189	$0.138	**$0.160**	-23.2%
	Average Unit Cost	$25,108	$24,443	$27,784	$28,088	**$29,774**	6.0%
Houseboats**	Total Units Sold	450	530	420	320	**220**	-31.3%
	Retail Value (Billions of Dollars)	$0.324	$0.415	$0.197	$0.150	**$0.099**	-33.9%
	Average Unit Cost	$720,210	$783,912	$470,093	$470,093	**$452,264**	-3.8%
Sailboats*	Total Units Sold	14,400	12,900	11,800	9,300	**5,400**	-41.9%
	Retail Value (Billions of Dollars)	$0.647	$0.652	$0.716	$0.448	**$0.197**	-56.0%
	Average Unit Cost	$44,926	$50,557	$60,708	$48,157	**$36,503**	-24.2%
TOTAL NEW BOAT SALES	**UNITS**	**864,450**	**912,130**	**841,820**	**704,820**	**572,520**	-18.8%
	TOTAL DOLLARS (BILLIONS)	**$11.574**	**$11.891**	**$11.739**	**$9.289**	**$6.847**	-26.3%
	% CHANGE UNITS	**-0.7%**	**5.5%**	**-7.7%**	**-16.3%**	**-18.9%**	
	% CHANGE DOLLARS	**7.6%**	**2.7%**	**-1.3%**	**-20.9%**	**-26.3%**	

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3.1.1 Traditional powerboat market

Unit sales for the traditional powerboat segment (outboard, sterndrive and inboard boats) declined 24% to 153,550 units.

Total retail sales for the traditional powerboat market declined 24% to $5.7 billion.

Overall, average price fell 1% to $36,927, despite the fact that the average price rose in three of the four segments. Average price for inboard ski/wakeboard boats rose 6.2%, inboard cruisers were up 5.6%, and sterndrive boats were up 0.9%.

SOURCE: NMMA

TABLE 3.1.1

		2000	2001	2002	2003	2004
Outboard Boats	Total Units Sold	241,200	217,800	212,000	207,100	216,600
	Retail Value (Billions of Dollars)	$2.216	$2.209	$2.437	$2.743	$2.868
	Average Unit Cost	$9,188	$10,144	$11,495	$13,244	$13,239
Inboard Boats—	Total Units Sold	13,600	11,100	10,500	11,100	11,600
Ski/Wakeboard Boats	Retail Value (Billions of Dollars)	$0.366	$0.353	$0.399	$0.403	$0.435
	Average Unit Cost	$26,944	$31,763	$37,982	$36,332	$37,533
Inboard Boats—Cruisers	Total Units Sold	10,300	10,800	11,800	8,100	8,600
	Retail Value (Billions of Dollars)	$2.926	$3.758	$4.337	$3.020	$3.335
	Average Unit Cost	$284,054	$348,007	$367,505	$372,830	$387,771
Sterndrive Boats	Total Units Sold	78,400	72,000	69,300	69,200	71,100
	Retail Value (Billions of Dollars)	$2.245	$2.218	$2.192	$2.221	$2.368
	Average Unit Cost	$28,634	$30,802	$31,634	$32,097	$33,306
TOTAL TRADITIONAL	**TOTAL UNITS SOLD**	**343,500**	**311,700**	**303,600**	**295,500**	**307,900**
POWERBOATS	**PERCENT CHANGE**	**4.4%**	**-9.3%**	**-2.6%**	**-2.7%**	**4.2%**
	RETAIL VALUE (BILLIONS OF DOLLARS)	**$7.753**	**$8.538**	**$9.364**	**$8.387**	**$9.006**
	PERCENT CHANGE	**26.0%**	**10.1%**	**9.7%**	**-10.4%**	**7.4%**
	AVERAGE UNIT COST	**$22,572**	**$27,392**	**$30,845**	**$28,383**	**$29,249**
	PERCENT CHANGE	**20.7%**	**21.4%**	**12.6%**	**-8.0%**	**3.1%**

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		2005	2006	2007	2008	2009	% CHANGE
Outboard Boats	Total Units Sold	213,300	204,200	188,700	151,400	**117,500**	-22.4%
	Retail Value (Billions of Dollars)	$3.201	$3.216	$3.359	$2.803	**$2.157**	-23.0%
	Average Unit Cost	$15,006	$15,748	$17,798	$18,513	**$18,356**	-0.8%
Inboard Boats—	Total Units Sold	12,600	13,100	12,000	8,900	**6,500**	-27.0%
Ski/Wakeboard Boats	Retail Value (Billions of Dollars)	$0.508	$0.568	$0.567	$0.449	**$0.348**	-22.5%
	Average Unit Cost	$40,297	$43,386	$47,234	$50,400	**$23,516**	6.2%
Inboard Boats—Cruisers	Total Units Sold	7,800	6,900	6,200	4,200	**3,000**	-28.6%
	Retail Value (Billions of Dollars)	$3.119	$3.070	$2.888	$2.548	**$1.921**	-24.6%
	Average Unit Cost	$399,815	$444,872	$465,826	$606,621	**$640,418**	5.6%
Sterndrive Boats	Total Units Sold	72,300	67,700	60,400	38,500	**26,550**	-31.0%
	Retail Value (Billions of Dollars)	$2.573	$2.724	$2.672	$1.789	**$1.244**	-30.4%
	Average Unit Cost	$35,592	$40,237	$44,238	$46,459	**$48,858**	0.9%
TOTAL TRADITIONAL	**TOTAL UNITS SOLD**	**306,000**	**291,900**	**267,300**	**203,000**	**153,550**	
POWERBOATS	**PERCENT CHANGE**	**-0.6%**	**-4.6%**	**-8.4%**	**-24.1%**	**-24.4%**	
RETAIL VALUE (BILLIONS OF DOLLARS)		**$9.400**	**$9.578**	**$9.485**	**$7.588**	**$5.670**	
PERCENT CHANGE		**4.4%**	**-1.9%**	**-1.0%**	**-20.0%**	**-25.3%**	
AVERAGE UNIT COST		**$30,721**	**$32,812**	**$35,486**	**$37,379**	**$36,927**	
PERCENT CHANGE		**5.0%**	**6.8%**	**8.2%**	**5.3%**	**-1.2%**	

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3.2 Annual retail unit sales estimates

572,300 new boats were sold in 2009; kayaks led unit sales followed by outboard boats.

SOURCE: NMMA

TABLE 3.2

YEAR	OUTBOARD BOATS	INBOARD BOATS	STERNDRIVE BOATS	JET BOATS	PERSONAL WATERCRAFT	SAILBOATS*	CANOES	KAYAKS**	INFLATABLE BOATS***	SAILBOARDS*	ALL BOATS†	BOAT TRAILERS	OUTBOARD ENGINES	STERNDRIVE & INBOARD ENGINES
1980	290,000	8,200	56,000	—	—	73,100	105,000	—	16,400	21,000	**569,700**	176,000	315,000	87,750
1981	281,000	8,400	51,000	—	—	77,100	126,000	—	20,000	31,000	**594,500**	190,000	318,000	81,500
1982	236,000	8,325	55,000	—	—	53,400	101,000	—	18,800	27,000	**499,525**	160,000	293,000	85,650
1983	273,000	11,385	79,000	—	—	43,740	107,000	—	23,600	33,000	**570,725**	184,000	337,000	104,125
1984	317,000	15,280	108,000	—	—	40,750	103,000	—	30,700	43,000	**657,730**	200,000	411,000	148,000
1985	305,000	16,700	115,000	—	—	37,800	78,800	—	33,500	50,000	**636,800**	192,000	392,000	155,000
1986	314,000	18,000	120,000	—	—	37,200	80,200	—	30,600	60,000	**660,000**	194,000	410,000	161,900
1987	342,000	19,700	144,000	—	—	33,500	85,300	—	30,200	70,000	**724,700**	216,000	444,000	210,800
1988	355,000	20,900	148,000	—	—	14,500	89,800	—	32,200	65,000	**725,400**	223,000	460,000	211,900
1989	291,000	21,400	133,000	—	—	11,400	80,100	—	29,800	55,000	**621,700**	209,000	430,000	190,700
1990	227,000	15,000	97,000	—	—	11,800	75,300	—	26,600	42,000	**494,700**	165,000	352,000	134,100
1991	195,000	9,800	73,000	—	68,000	8,700	72,300	—	21,200	—	**448,000**	133,000	289,000	92,400
1992	192,000	9,950	75,000	—	79,000	10,600	78,000	—	22,200	—	**466,750**	147,000	272,000	94,600
1993	205,000	10,175	75,000	—	107,000	11,900	89,700	—	—	—	**498,775**	163,000	283,000	94,700
1994	220,000	11,400	90,000	—	142,000	13,000	99,800	—	—	—	**576,200**	176,000	308,000	114,000
1995	231,000	12,360	93,600	14,700	200,000	14,300	97,800	—	—	—	**663,760**	207,000	317,000	120,000
1996	215,000	11,350	94,500	14,100	191,000	15,900	92,900	—	—	—	**634,750**	194,000	308,000	120,000
1997	200,000	12,400	78,800	11,700	176,000	10,500	103,600	—	—	—	**593,000**	181,000	302,000	116,100
1998	213,700	17,600	77,700	10,100	130,000	14,500	107,800	—	—	—	**571,400**	174,000	314,000	104,500
1999	230,200	19,100	79,600	7,800	106,000	18,850	121,000	—	—	—	**582,550**	168,000	331,900	108,500
2000	241,200	23,900	78,400	7,000	92,000	22,500	111,800	—	—	—	**576,800**	158,500	348,700	110,400
2001	217,800	21,900	72,000	6,200	80,900	18,600	105,800	357,100	—	—	**880,300**	135,900	299,000	103,700
2002	212,000	22,300	69,300	5,100	79,300	15,800	100,000	340,300	—	—	**844,100**	141,200	302,100	105,000
2003	207,100	19,200	69,200	5,600	80,600	15,000	86,700	324,000	30,500	—	**837,900**	130,600	305,400	99,000
2004	216,600	20,200	71,100	5,600	79,500	14,300	93,900	337,300	31,600	—	**870,100**	133,400	315,300	103,800
2005	213,300	20,400	72,300	6,700	80,200	14,400	77,200	349,400	30,100	—	**864,000**	134,100	312,000	104,400
2006	204,200	20,000	67,700	6,200	82,200	12,900	99,900	393,400	25,100	—	**911,600**	130,900	301,700	97,900
2007	188,700	18,200	60,400	6,800	79,900	11,800	99,600	346,600	29,400	—	**841,400**	126,200	275,500	90,400
2008	151,400	13,100	38,500	4,900	62,600	9,300	73,700	322,700	28,300	—	**704,500**	92,400	227,000	57,700
2009	**117,500**	**9,500**	**26,550**	**3,550**	**44,500**	**5,400**	**89,600**	**254,000**	**21,700**	**—**	**572,300**	**56,900**	**180,700**	**40,600**

—Data not available.

*Sailboats data source: The Sailing Company's Annual Sailing Business Review.

**Kayak category added in 2001.

***Inflatable boat data added back to the category in 2003.

† Total does not include houseboats.

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5.1 U.S. Recreational marine total retail expenditures and new boat unit sales

Retail sales totaled $30.8 million in 2009, a 9% decrease from 2008.

572,500 new boats were sold in 2009, down 19% compared to the previous year.

SOURCE: NMMA

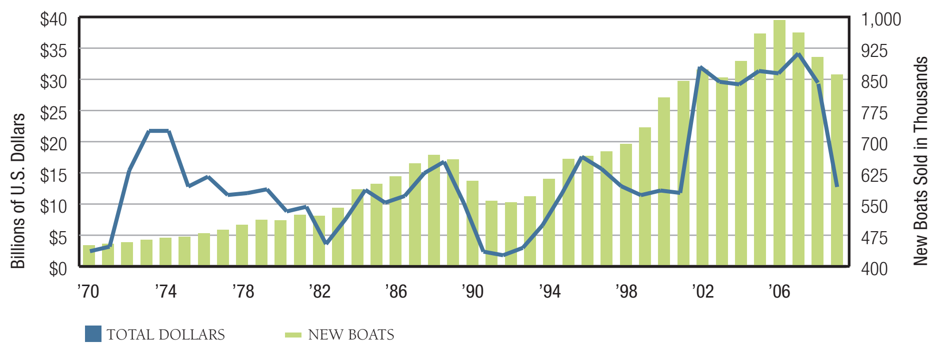
TABLE 5.1

YEAR	TOTAL DOLLARS Billions	NEW BOATS Thousands
1970	$3.440	436.5
1971	$3.610	447.5
1972	$3.900	631.0
1973	$4.245	726.0
1974	$4.607	729.0
1975	$4.800	592.1
1976	$5.333	615.9
1977	$5.920	571.8
1978	$6.690	576.3
1979	$7.500	585.5
1980	$7.370	532.3
1981	$8.250	543.5
1982	$8.100	453.7
1983	$9.375	514.1
1984	$12.340	584.0
1985	$13.284	553.3
1986	$14.479	569.4
1987	$16.500	624.5
1988	$17.927	651.8
1989	$17.143	552.7
1990	$13.731	435.5
1991	$10.564	426.8
1992	$10.317	444.6
1993	$11.254	498.8
1994	$14.071	576.2
1995	$17.226	663.8
1996	$17.753	634.8
1997	$18.438	593.0
1998	$19.663	571.4
1999	$22.321	582.5
2000	$27.065	576.8
2001*	$29.710	880.3
2002	$31.563	844.1
2003**	$30.283	837.9
2004	$32.953	870.1
2005	$37.317	864.4
2006	$39.493	912.1
2007	$37.416	841.8
2008	$33.624	704.8
2009	**$30.821**	**572.5**

*In 2001, kayaks, representing 357,000 units, were added to the market mix.

**In 2003, inflatables, representing 31,000 units, were added to the market mix.

CHART 5.1



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5.2 Retail expenditure estimates for recreational boating

New boat and engine sales totaled $8.5 billion in 2009, a 24% decrease from the previous year.

Pre-owned boat and engine sales totaled $11.5 billion in 2009, marking the first time pre-owned boat sales have outpaced new boat sales since NMMA started tracking pre-owned sales in 1997.

Total retail expenditures for all recreational boating in 2009 totaled $30.8 billion, down 9% from 2008.

SOURCE: NMMA

TABLE 5.2

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	% CHANGE
New Boats	576,800	880,300†	844,100	837,900††	870,100	864,450	912,130	841,820	704,820	**572,520**	-18.8%
Total New Boat Retail Dollars (Billions)	$8.662	$10.171	$10.952	$10.027	$10.754	$11.574	$11.891	$11.739	$9.177	**$6.847**	-25.4%
Average New Boat Retail Price	$15,017	$11,554	$12,975	$11,967	$12,360	$13,389	$13,037	$13,944	$13,021	**$11,959**	-8.2%
Pre-owned Boats*	1,031,000	1,056,600	1,067,300	1,006,200	1,006,400	1,032,100	1,004,200	961,800	886,800	**953,200**	7.5%
Total Pre-owned Boat Dollars (Billions)	$5.791	$7.486	$7.983	$7.362	$7.901	$9.112	$10.535	$9.641	$9.451	**$9.840**	4.1%
Average Pre-owned Boat Price	$5,617	$7,085	$7,480	$7,316	$7,850	$8,829	$10,491	$10,024	$10,658	**$10,323**	-3.1%
New Outboard Engines	348,700	299,100	302,100	305,400	315,300	312,000	301,700	275,500	227,000	**180,700**	-20.4%
Total New Outboard Motor Retail Dollars (Billions)	$2.902	$2.411	$2.480	$2.555	$2.879	$3.155	$3.255	$2.689	$2.071	**$1.659**	-19.9%
Average New Outboard Motor Retail Price	$8,322	$8,061	$8,209	$8,365	$9,131	$10,112	$10,790	$9,761	$9,125	**$9,178**	0.6%
Pre-owned Outboard Engines	593,732	509,278	514,386	520,005	536,862	531,200	515,700	469,100	463,100	**504,600**	9.0%
Total Pre-owned Outboard Motor Dollars (Billions)	$1.779	$1.478	$1.520	$1.566	$1.765	$1.934	$1.947	$1.741	$1.479	**$1.621**	9.6%
Average Pre-owned Outboard Motor Price	$2,996	$2,902	$2,955	$3,011	$3,287	$3,641	$3,776	$3,711	$3,194	**$3,212**	0.6%
New Boat Trailers	158,500	135,900	141,200	130,600	133,400	134,100	130,900	126,200	92,400	**56,900**	-38.4%
Total New Boat Trailer Retail Dollars (Billions)	$0.184	$0.182	$0.201	$0.202	$0.228	$0.248	$0.296	$0.232	$0.162	**$0.088**	-45.3%
Average New Boat Trailer Retail Price	$1,164	$1,337	$1,421	$1,547	$1,709	$1,849	$2,260	$1,839	$1,750	**$1,555**	-11.2%
Estimated Boat/Motor/Trailer Dollars (Billions)	$19.318	$21.728	$23.135	$21.711	$23.526	$26.023	$27.925	$26.042	$22.341	**$20.055**	-10.2%
Estimated Accessory Aftermarket Sales (Billions)	$2.033	$1.937	$2.028	$2.124	$2.421	$2.905	$2.760	$2.608	$2.431	**$2.309**	-5.0%
SUB TOTAL (Billions)	$21.351	$23.665	$25.164	$23.834	$25.947	$28.928	$30.685	$28.650	$24.772	**$22.364**	-9.7%
Estimated Other (fuel, finance, insurance, docking, maintenance, etc.) (Billions)	$5.625	$6.058	$6.555	$6.448	$7.006	$8.389	$8.808	$8.842	$9.038	**$8.457**	-6.4%
TOTAL EXPENDITURES (Billions)	**$26.976**	**$29.723**	**$31.719**	**$30.283**	**$32.953**	**$37.317**	**$39.493**	**$37.492**	**$33.809**	**$30.821**	-8.8%
PERCENT CHANGE	**20.9%**	**10.2%**	**6.7%**	**-4.5%**	**8.8%**	**13.2%**	**5.8%**	**-5.1%**	**-9.8%**	**-8.8%**	
TOTAL NEW BOAT EXPENDITURES (Billions)	**$11.564**	**$12.582**	**$13.432**	**$12.581**	**$13.633**	**$14.729**	**$15.147**	**$14.428**	**$11.249**	**$8.505**	-24.4%
PERCENT CHANGE	**18.9%**	**8.8%**	**6.8%**	**-6.3%**	**8.4%**	**8.0%**	**2.8%**	**-4.7%**	**-22.0%**	**-24.4%**	
PERCENT EXPENDITURES	**60.4%**	**58.4%**	**58.6%**	**58.5%**	**58.5%**	**57.1%**	**54.8%**	**55.9%**	**50.7%**	**42.6%**	
PRE-OWNED EXPENDITURES (Billions)	**$7.569**	**$8.964**	**$9.503**	**$8.927**	**$9.665**	**$11.046**	**$12.482**	**$11.382**	**$10.930**	**$11.461**	
PERCENT CHANGE	**15.7%**	**18.4%**	**6.0%**	**-6.1%**	**8.3%**	**14.3%**	**13.0%**	**-8.8%**	**-12.4%**	**4.9%**	
PERCENT EXPENDITURES	**39.6%**	**41.6%**	**41.4%**	**41.5%**	**41.5%**	**42.9%**	**45.2%**	**44.1%**	**49.3%**	**57.4%**	

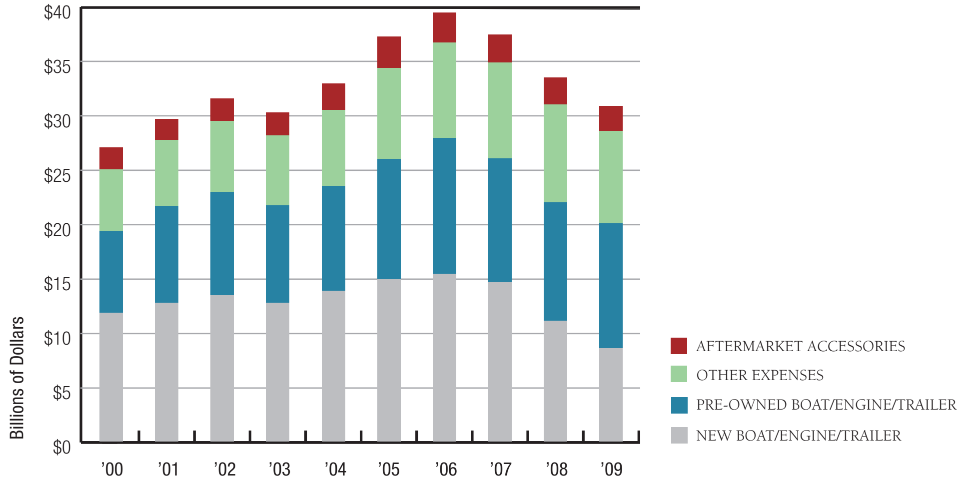
Expenditure estimates for 1997 through 2003 were recalculated to take into account pre-owned figures from the 2004 pre-owned study and the recalculation of sailboat sales accounting for imports and exports.

*Outboard, sterndrive, inboard, PWC, jet boat and sail.

†Includes 357,100 kayaks not previously reported.

††Includes 30,500 inflatables not previously reported.

CHART 5.2



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5.3 Traditional powerboat sales by market segment

Retail sales for both new and pre-owned boats in the traditional powerboat market (outboard, sterndrive, and inboard boats) totaled $14 billion in 2009, a 10% decrease from the previous year. New boat sales represented just 40% of that total, down from 48% the previous year.

New boats accounted for 16% of unit sales; 153,700 new boats were sold in 2009, 24% less than were sold in 2008.

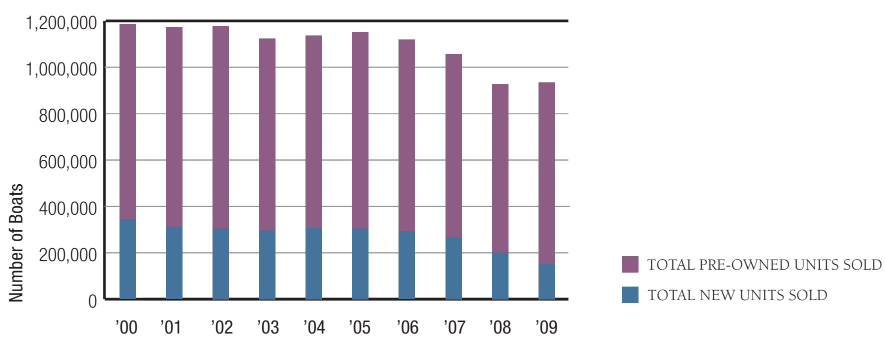
SOURCE: NMMA

TABLE 5.3

NEW BOAT SALES		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	% CHANGE
Outboard Boats	Total Units Sold	241,200	217,800	212,000	207,100	216,600	213,300	204,200	188,700	151,400	**117,500**	-22.3%
	Retail Value (Billions)	$2.216	$2.209	$2.437	$2.743	$2.868	$3.201	$3.216	$3.359	$2.803	**$2.157**	-23.0%
	Average Unit Cost	$9,188	$10,144	$11,495	$13,244	$13,239	$15,006	$15,748	$17,798	$18,513	**$18,349**	-0.9%
Inboard Boats—Ski/Wakeboard Boats	Total Units Sold	13,600	11,100	10,500	11,100	11,600	12,600	13,100	12,000	8,900	**6,500**	-27.0%
	Retail Value (Billions)	$0.366	$0.353	$0.399	$0.403	$0.435	$0.508	$0.568	$0.567	$0.449	**$0.348**	-22.5%
	Average Unit Cost	$26,944	$31,763	$37,982	$36,332	$37,533	$40,297	$43,386	$47,234	$50,403	**$53,519**	6.2%
Inboard Boats—Cruisers	Total Units Sold	10,300	10,800	11,800	8,100	8,600	7,800	6,900	6,200	4,200	**3,000**	-28.6%
	Retail Value (Billions)	$2.926	$3.758	$4.337	$3.020	$3.335	$3.119	$3.070	$2.888	$2.548	**$1.921**	-24.6%
	Average Unit Cost	$284,054	$348,007	$367,505	$372,830	$387,771	$399,815	$444,872	$465,826	$606,621	**$640,418**	5.6%
Sterndrive Boats	Total Units Sold	78,400	72,000	69,300	69,200	71,100	72,300	67,700	60,400	38,500	**26,550**	-30.8%
	Retail Value (Billions)	$2.245	$2.218	$2.192	$2.221	$2.368	$2.573	$2.724	$2.672	$1.789	**$1.244**	-30.2%
	Average Unit Cost	$28,634	$30,802	$31,634	$32,097	$33,306	$35,592	$40,237	$44,237	$46,459	**$46,859**	0.8%
TOTAL NEW UNITS SOLD		343,500	311,700	303,600	295,500	307,900	306,000	291,900	267,300	203,000	**153,550**	-24.3%
PERCENT CHANGE			-9.3%	-2.6%	-2.7%	4.2%	-0.6%	-4.6%	-8.4%	-24.1%	**-24.4%**	
TOTAL RETAIL VALUE NEW (Billions)		$7.753	$8.538	$9.364	$8.387	$9.006	$9.400	$9.578	$9.485	$7.588	**$5.670**	-25.2%
PERCENT CHANGE			10.1%	9.7%	-10.4%	7.4%	4.4%	1.9%	-1.0%	-20.0%	**-25.3%**	

PRE-OWNED BOAT SALES		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	% CHANGE
Outboard Boats	Total Units Sold	590,753	609,210	608,908	575,060	589,884	611,100	590,800	571,500	519,300	**565,800**	9.0%
	Retail Value (Billions)	$1.740	$1.657	$1.721	$2.069	$2.163	$2.853	$2.855	$2.498	$2.403	**$2.596**	8.0%
	Average Unit Cost	$2,945	$2,719	$2,826	$3,598	$3,667	$4,669	$4,832	$4,371	$4,628	**$4,589**	-0.8%
Inboard Boats	Total Units Sold	50,528	47,165	50,585	49,633	46,507	47,500	46,900	45,800	40,600	**39,300**	-3.2%
	Retail Value (Billions)	$2.484	$3.101	$3.572	$2.582	$2.844	$3.956	$4.219	$2.945	$3.467	**$3.547**	2.3%
	Average Unit Cost	$49,153	$65,755	$70,620	$52,030	$61,156	$83,278	$89,948	$64,297	$85,394	**$90,251**	5.7%
Sterndrive Boats	Total Units Sold	202,165	205,337	213,845	202,412	192,164	186,300	189,600	172,800	164,600	**175,200**	6.4%
	Retail Value (Billions)	$1.694	$1.673	$1.654	$1.676	$1.786	$2.171	$2.409	$1.991	$2.187	**$2.348**	7.4%
	Average Unit Cost	$8,377	$8,148	$7,734	$8,278	$9,296	$11,651	$12,708	$11,522	$13,287	**$13,401**	0.9%
TOTAL PRE-OWNED UNITS SOLD		843,446	861,712	873,338	827,105	828,555	844,900	827,300	790,100	724,500	**780,300**	7.7%
PERCENT CHANGE			2.2%	1.3%	-5.3%	0.2%	2.0%	-2.1%	-4.5%	-8.3%	**7.7%**	
TOTAL PRE-OWNED VALUE (Billions)		$5.917	$6.431	$6.947	$6.327	$6.794	$8.979	$9.483	$7.434	$8.058	**$8.491**	5.4%
PERCENT CHANGE			8.7%	8.0%	-8.9%	7.4%	32.2%	5.6%	-21.6%	8.4%	**5.4%**	
TOTAL UNITS SOLD (NEW & PRE-OWNED)		1,186,946	1,173,412	1,176,938	1,122,605	1,136,455	1,150,900	1,119,200	1,057,400	927,500	**934,050**	
PERCENT CHANGE			-1.1%	0.3%	-4.6%	1.2%	1.3%	-2.8%	-5.5%	-12.3%	**0.7%**	
TOTAL VALUE (NEW & PRE-OWNED) (Billions)		$13.671	$14.969	$16.311	$14.714	$15.800	$18.380	$19.061	$16.919	$15.645	**$14.166**	
PERCENT CHANGE			9.5%	9.0%	-9.8%	7.4%	16.3%	3.7%	-11.2%	-7.5%	**-9.5%**	

CHART 5.3



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5.6 State distribution of new powerboat, engine, trailer and accessory purchases

Florida again ranked first in total expenditures for new powerboats, motors, trailers and accessories; total expenditures in Florida were down 23% in 2009, compared to the previous year.

Iowa was the only state where spending on new powerboats, outboard engines, trailers and aftermarket accessories increased from the prior year.

SOURCE: NMMA

TABLE 5.6

		2009						2008
STATE	RANK	NEW POWERBOATS*	OUTBOARD ENGINES	BOAT TRAILERS	AFTERMARKET ACCESSORIES	TOTAL EXPENDITURES	PERCENT CHANGE	TOTAL EXPENDITURES
AL	11	$169,856,016	$48,990,076	$3,026,883	$78,262,164	**$300,135,140**	-12.3%	$342,283,089
AK	31	$72,726,246	$31,078,910	$475,704	$13,297,359	**$117,578,219**	-13.3%	$135,584,790
AZ	35	$59,630,503	$7,114,465	$851,283	$22,120,305	**$89,716,556**	-39.4%	$148,159,057
AR	24	$90,044,687	$29,177,946	$1,931,296	$49,802,155	**$170,956,084**	-4.2%	$178,512,478
CA	3	$282,280,368	$43,493,641	$3,356,182	$88,046,365	**$417,176,557**	-29.9%	$594,740,334
CO	37	$55,904,826	$7,747,206	$718,228	$18,698,695	**$83,068,955**	-21.1%	$105,251,445
CT	33	$71,358,980	$16,474,173	$684,853	$18,183,737	**$106,701,744**	-38.5%	$173,545,265
DE	8	$298,337,925	$8,131,080	$711,553	$22,864,133	**$330,044,691**	-25.5%	$443,141,606
DC	51	$3,969,947	$5,580,200	$11,570	$354,749	**$9,916,466**	8.2%	$9,167,095
FL	1	$717,091,978	$257,869,240	$7,881,377	$207,791,253	**$1,190,633,848**	-23.4%	$1,554,567,646
GA	14	$151,807,902	$43,454,017	$2,788,364	$72,071,225	**$270,121,508**	-19.4%	$334,998,330
HI	50	$10,085,351	$4,635,406	$113,475	$2,998,200	**$17,832,431**	-22.4%	$22,990,403
ID	32	$90,264,575	$6,882,983	$602,974	$16,512,985	**$114,263,517**	-18.3%	$139,797,107
IL	16	$136,070,403	$37,837,721	$2,216,095	$57,618,072	**$233,742,291**	-22.4%	$301,379,169
IN	27	$81,660,022	$21,507,218	$1,549,041	$39,972,180	**$144,688,461**	-22.1%	$185,777,552
IA	29	$75,860,251	$19,183,223	$1,307,852	$33,884,233	**$130,235,558**	3.5%	$125,808,954
KS	41	$32,101,573	$7,538,497	$590,959	$15,242,755	**$55,473,784**	-28.9%	$78,021,350
KY	30	$66,811,816	$25,678,278	$1,320,757	$34,078,773	**$127,889,623**	-17.2%	$154,416,486
LA	6	$172,128,046	$97,379,964	$3,753,567	$96,812,094	**$370,073,670**	-14.6%	$433,158,917
ME	34	$58,586,122	$13,462,135	$708,883	$18,641,478	**$91,398,618**	-23.7%	$119,821,330
MD	23	$114,984,642	$30,078,057	$1,318,532	$34,696,722	**$181,077,953**	-27.1%	$248,503,250
MA	25	$103,233,637	$33,056,185	$901,123	$24,077,145	**$161,268,089**	-26.9%	$220,717,438
MI	9	$182,470,317	$45,529,758	$3,313,908	$85,906,429	**$317,220,411**	-15.0%	$373,203,140
MN	10	$155,523,549	$60,157,292	$3,334,377	$86,249,734	**$305,264,953**	-20.1%	$382,032,670
MS	28	$68,516,290	$27,897,004	$1,460,042	$37,637,704	**$135,511,040**	-14.7%	$158,867,633
MO	20	$117,000,567	$33,943,849	$2,180,940	$56,530,939	**$209,656,295**	-21.5%	$266,948,621
MT	38	$47,972,393	$7,634,909	$657,264	$17,153,821	**$73,418,386**	-21.2%	$93,115,472
NE	43	$27,677,961	$7,390,441	$523,319	$13,503,342	**$49,095,062**	-20.1%	$61,481,507
NV	46	$27,288,736	$3,358,365	$369,794	$9,623,992	**$40,640,886**	-35.8%	$63,308,103
NH	36	$57,414,996	$7,450,388	$718,228	$18,744,469	**$84,328,081**	-4.1%	$87,894,305
NJ	18	$150,810,249	$30,840,509	$1,604,666	$42,535,526	**$225,790,951**	-24.0%	$297,037,953
NM	47	$17,222,492	$2,906,498	$332,414	$8,548,302	**$29,009,706**	-26.5%	$39,489,255
NY	5	$249,417,860	$51,623,829	$2,936,993	$77,197,918	**$381,176,600**	-25.2%	$509,727,145
NC	4	$230,374,110	$69,081,733	$3,565,332	$92,349,125	**$395,370,300**	-21.6%	$504,277,454
ND	42	$27,281,717	$10,887,844	$581,169	$14,990,998	**$53,741,728**	-6.6%	$57,535,995
OH	19	$137,740,566	$30,694,549	$1,990,481	$51,964,979	**$222,390,573**	-16.4%	$266,070,874
OK	21	$126,198,411	$21,568,545	$2,138,665	$55,260,709	**$205,166,330**	-11.5%	$231,771,374
OR	26	$101,032,172	$20,247,844	$975,438	$25,999,655	**$148,255,108**	-18.7%	$182,273,601
PA	22	$119,802,542	$31,182,017	$1,897,921	$49,413,076	**$202,295,555**	-14.0%	$235,249,667
RI	40	$43,073,746	$6,821,465	$227,839	$6,374,035	**$56,497,085**	-6.2%	$60,218,618
SC	15	$133,884,216	$45,349,554	$2,342,030	$60,536,167	**$242,111,968**	-28.0%	$336,422,777
SD	45	$20,884,626	$8,055,290	$483,269	$12,427,652	**$41,850,836**	-21.7%	$53,470,054
TN	17	$133,226,389	$37,921,392	$2,296,195	$59,494,808	**$232,938,784**	-19.9%	$290,762,564
TX	2	$529,816,878	$142,604,210	$8,694,835	$224,922,187	**$906,038,110**	-14.5%	$1,060,294,537
UT	39	$39,019,761	$4,390,418	$533,999	$13,800,873	**$57,745,051**	-33.8%	$87,164,627
VT	49	$15,722,999	$2,473,575	$186,900	$4,909,266	**$23,292,739**	-1.9%	$23,738,943
VA	13	$167,814,804	$44,156,880	$2,289,520	$59,803,783	**$274,064,987**	-15.1%	$322,885,615
WA	7	$238,017,603	$46,129,441	$1,957,996	$52,628,702	**$338,733,741**	-15.9%	$402,881,675
WV	44	$26,259,838	$6,266,791	$548,684	$14,144,178	**$47,219,492**	-13.1%	$54,334,123
WI	12	$157,065,998	$52,364,320	$3,305,898	$85,414,358	**$298,150,574**	-17.5%	$361,366,391
WY	48	$17,733,301	$3,271,973	$197,135	$5,206,797	**$26,409,205**	-21.6%	$33,682,419
TOTAL		**$6,281,060,900**	**$1,658,551,300**	**$88,465,800**	**$2,309,300,300**	**$10,337,378,300**	**-20.2%**	**$12,947,850,200**

*Retail boat estimates for inboard, jet boats, sterndrive, outboard boats and personal watercraft only.

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TABLE 5.6 Continued

STATE	2007 TOTAL EXPENDITURES	2006 TOTAL EXPENDITURES	2005 TOTAL EXPENDITURES	2004 TOTAL EXPENDITURES
AL	$421,181,197	$379,779,003	$320,815,523	$274,733,046
AK	$150,048,109	$178,048,741	$152,351,582	$135,912,569
AZ	$226,179,090	$229,892,300	$230,535,401	$158,670,740
AR	$218,648,739	$202,286,108	$181,625,252	$200,610,874
CA	$976,879,799	$1,210,422,380	$1,274,045,713	$1,201,149,368
CO	$121,633,176	$115,234,154	$105,555,917	$104,450,509
CT	$205,247,490	$210,873,146	$228,487,019	$221,531,087
DE	$304,048,064	$246,943,400	$256,691,940	$224,863,762
DC	$9,687,430	$10,641,826	$23,570,046	$8,182,172
FL	$2,129,295,749	$2,427,156,555	$2,484,174,983	$2,113,882,354
GA	$463,986,204	$488,408,187	$417,955,532	$413,191,188
HI	$50,433,321	$45,489,781	$42,286,520	$33,008,483
ID	$176,073,703	$190,857,459	$176,204,726	$166,726,128
IL	$359,228,332	$369,072,235	$392,299,741	$363,895,634
IN	$218,912,270	$203,482,442	$199,440,112	$215,951,491
IA	$157,155,134	$162,357,469	$141,847,752	$144,607,806
KS	$79,768,989	$80,366,527	$74,141,247	$75,999,901
KY	$177,201,715	$178,891,445	$162,034,486	$163,555,826
LA	$469,494,655	$459,211,104	$354,484,171	$324,799,791
ME	$167,075,708	$189,115,260	$221,220,733	$96,835,257
MD	$340,947,731	$349,687,968	$407,586,400	$382,044,528
MA	$256,920,248	$293,757,293	$317,684,088	$314,217,830
MI	$476,329,790	$495,140,118	$525,545,415	$526,266,249
MN	$448,913,366	$510,548,845	$520,251,462	$583,732,570
MS	$190,983,007	$195,215,256	$136,005,211	$125,840,643
MO	$335,679,518	$349,638,027	$354,318,070	$352,164,122
MT	$96,665,995	$86,036,319	$69,801,779	$69,752,160
NE	$60,375,119	$60,809,769	$56,711,862	$55,872,522
NV	$99,008,200	$115,475,676	$111,190,743	$80,052,420
NH	$139,981,779	$152,705,066	$158,515,542	$162,327,076
NJ	$347,517,879	$414,715,749	$426,586,762	$416,644,971
NM	$34,735,021	$93,832,889	$73,147,266	$51,724,743
NY	$600,366,673	$600,665,222	$665,420,248	$629,972,701
NC	$664,855,846	$649,032,985	$625,305,547	$518,796,961
ND	$52,466,607	$51,143,586	$46,407,000	$49,904,771
OH	$302,039,178	$307,353,609	$305,447,031	$308,015,511
OK	$220,344,084	$213,309,246	$185,742,059	$257,532,885
OR	$277,760,057	$311,716,837	$328,453,018	$404,682,021
PA	$251,421,990	$260,077,883	$293,208,890	$245,311,048
RI	$88,734,532	$93,915,874	$114,707,947	$122,675,820
SC	$465,078,700	$437,921,292	$409,443,784	$310,705,802
SD	$46,915,258	$44,908,835	$42,121,415	$47,766,684
TN	$375,850,357	$365,196,435	$308,685,654	$305,274,531
TX	$1,145,897,153	$1,050,933,023	$989,164,242	$830,337,851
UT	$119,682,320	$109,692,937	$84,482,110	$65,478,547
VT	$32,609,451	$32,270,993	$32,171,621	$32,210,226
VA	$437,542,631	$443,606,722	$431,192,484	$397,038,594
WA	$555,993,293	$597,583,718	$638,026,034	$576,657,939
WV	$53,388,485	$49,919,056	$48,384,579	$39,249,052
WI	$458,766,451	$473,544,724	$469,768,096	$471,686,101
WY	$30,990,307	$29,036,377	$22,595,666	$21,188,495
TOTAL	**$16,090,939,900**	**$16,817,921,853**	**$16,637,840,420**	**$12,963,836,554**

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6.1 2008 U.S. state recreational boat registrations

Boat registrations decreased 1.4% in 2008, approximately 182,700 units.

Florida led all states for boat registrations in 2008, followed by Minnesota, California, Michigan, Wisconsin, Texas, New York, South Carolina, Ohio and Illinois in that order.

NMMA estimated there were 354,400 new powerboats sold in the United States during 2008; therefore, approximately 225,000 powerboats were retired from the fleet during the year, or less than 2% of the powerboat fleet.

In 2008, slightly more than 120,500 boats were documented with the USCG and not registered by the states. Generally, these are boats greater than 25' long.

SOURCE: USCG/NMMA

TABLE 6.1

2008 RANKING	STATE	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	% CHANGE '08 VS '07
16	AL	267,868	265,458	262,016	264,191	262,249	264,006	265,172	271,658	274,176	**272,558**	-0.6%
44	AK	25,960	29,113	41,110	45,734	51,416	49,225	49,127	49,533	47,548	**47,534**	0.0%
30	AZ	153,517	148,748	148,623	147,829	147,213	147,294	148,343	145,023	144,570	**140,291**	-3.0%
22	AR	173,437	177,912	199,713	199,293	196,215	205,745	205,414	199,189	206,195	**199,104**	-3.4%
3	CA	955,700	904,863	957,463	896,090	963,379	894,884	963,758	893,828	964,881	**858,853**	-11.0%
34	CO	101,137	104,880	104,476	101,957	100,575	98,079	98,512	98,067	98,055	**95,330**	-2.8%
31	CT	102,071	103,218	105,362	107,641	107,907	111,992	108,702	108,701	108,539	**110,650**	1.9%
41	DE	45,854	46,719	47,486	49,563	49,935	51,797	52,119	59,192	61,569	**56,669**	-8.0%
51	DC	1,811	2,791	1,984	1,909	2,152	2,908	2,528	2,425	2,866	**2,922**	2.0%
1	FL	805,079	840,684	902,964	922,597	939,968	946,072	973,859	988,652	991,680	**974,553**	-1.7%
12	GA	316,770	322,681	327,026	325,135	326,718	322,252	318,212	336,579	344,597	**350,479**	1.7%
50	HI	15,147	13,807	13,903	15,445	15,600	13,205	15,302	15,109	15,094	**15,404**	2.1%
36	ID	83,554	85,438	81,932	81,844	82,676	83,639	85,083	88,464	91,612	**89,026**	-2.8%
10	IL	372,618	372,162	369,626	398,431	360,252	393,856	380,865	383,615	379,454	**378,208**	-0.3%
17	IN	219,089	219,189	218,255	218,363	216,145	213,309	214,696	164,678	241,474	**271,532**	12.4%
21	IA	201,947	223,573	210,841	229,705	210,836	228,140	243,924	234,335	213,767	**231,333**	8.2%
35	KS	102,424	103,190	102,755	101,858	100,463	98,512	97,748	95,677	93,900	**91,067**	-3.0%
28	KY	169,759	169,670	171,930	173,900	173,418	174,463	176,257	177,951	176,716	**173,981**	-1.5%
15	LA	313,035	314,321	322,779	327,272	307,051	309,950	308,104	306,366	301,249	**302,753**	0.5%
32	ME	120,197	119,243	119,243	119,243	90,604	94,582	111,756	113,276	112,818	**109,657**	-2.8%
23	MD	208,766	208,186	197,005	198,012	198,395	206,681	205,812	204,277	202,892	**199,087**	-1.9%
29	MA	149,170	138,861	146,475	151,998	156,121	150,683	150,026	148,640	145,496	**145,113**	-0.3%
4	MI	985,732	1,000,049	1,003,947	1,000,337	953,554	944,800	944,138	828,529	830,743	**816,752**	-1.7%
2	MN	793,107	812,247	826,048	834,974	845,379	853,448	853,489	862,937	866,496	**867,446**	0.1%
25	MS	281,958	292,335	300,970	199,037	201,457	209,216	208,466	179,433	180,356	**191,312**	6.1%
14	MO	331,693	334,460	335,521	325,717	326,153	326,210	326,749	324,826	321,782	**322,253**	0.1%
37	MT	50,687	51,325	50,808	51,269	53,384	59,271	70,616	81,935	79,651	**84,988**	6.7%
38	NE	72,153	73,638	74,653	75,927	75,763	77,636	82,921	83,313	83,722	**83,280**	-0.5%
40	NV	60,644	61,722	61,122	60,210	58,580	57,612	57,726	59,957	59,895	**57,519**	-4.0%
33	NH	96,456	97,925	99,520	101,638	100,835	101,626	102,268	101,297	100,261	**96,205**	-4.0%
26	NJ	221,152	243,281	206,562	209,419	207,588	209,678	199,106	205,967	183,147	**185,359**	1.2%
47	NM	78,945	70,464	36,127	41,430	40,294	38,439	38,863	38,794	38,100	**33,304**	-12.6%
7	NY	524,326	525,436	526,190	529,732	528,094	519,066	508,536	497,975	494,020	**485,541**	-1.7%
11	NC	353,166	349,631	353,560	353,625	359,857	356,946	362,784	370,291	375,815	**371,879**	-1.0%
45	ND	42,380	47,722	51,483	44,292	49,249	52,961	44,498	49,638	53,519	**46,067**	-13.9%
9	OH	407,347	416,798	414,658	413,276	413,048	414,938	412,375	412,256	415,228	**416,586**	0.3%
24	OK	229,770	230,524	229,454	228,064	229,778	206,049	216,913	216,556	223,758	**196,052**	-12.4%
27	OR	196,102	195,691	195,636	194,691	197,591	190,119	187,640	186,497	184,147	**180,063**	-2.2%
13	PA	352,231	359,360	359,525	357,729	355,235	354,079	349,159	344,190	342,427	**338,316**	-1.2%
46	RI	36,522	40,265	41,224	42,474	43,007	43,671	43,656	43,375	43,665	**42,524**	-2.6%
8	SC	414,527	383,734	382,072	383,971	380,314	397,458	416,763	436,075	442,040	**436,844**	-1.2%
42	SD	52,499	50,935	51,226	52,066	53,469	51,604	53,038	53,430	53,570	**56,604**	5.7%
18	TN	314,624	269,583	256,670	259,235	261,636	261,465	267,567	271,687	274,914	**271,475**	-1.3%
6	TX	629,640	626,761	621,244	624,390	619,088	616,779	614,616	595,934	599,567	**597,428**	-0.4%
39	UT	77,171	79,397	79,586	78,887	76,178	74,293	75,635	76,481	76,921	**73,009**	-5.1%
48	VT	37,932	33,686	33,988	33,931	33,260	32,498	32,756	32,090	31,482	**30,429**	-3.3%
20	VA	235,330	237,228	240,509	243,590	241,993	242,642	245,073	248,091	251,440	**249,312**	-0.8%
19	WA	250,606	257,625	260,335	266,717	265,773	266,056	267,793	270,627	270,789	**264,393**	-2.4%
43	WV	54,477	60,895	63,061	54,358	58,717	63,504	50,061	57,422	63,064	**49,930**	-20.8%
5	WI	562,788	573,920	575,920	619,124	610,800	605,467	639,198	635,751	617,366	**634,546**	2.8%
49	WY	26,287	26,926	27,221	28,322	25,725	25,897	26,270	26,296	26,956	**27,243**	1.1%
	U.S. Territories	60,450	63,873	64,539	67,612	69,529	66,774	68,422	69,241	71,579	**70,129**	-2.0%
TOTAL U.S.		**12,735,612**	**12,782,143**	**12,876,346**	**12,854,054**	**12,794,616**	**12,781,476**	**12,942,414**	**12,746,126**	**12,875,568**	**12,692,892**	
PERCENT CHANGE		**1.3%**	**0.4%**	**0.7%**	**-0.2%**	**-0.5%**	**-0.1%**	**1.3%**	**-1.5%**	**1.0%**	**-1.4%**	

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Boat Type Definitions

BASS BOAT
Low freeboard boat, normally including forward flipping deck and stern casting platform; designed for day fishing in protected waters. Primarily equipped with outboard propulsion.

CENTER CONSOLE
Boat with the console station located on the centerline and generally designed for in-shore or off-shore fishing.

CONVERTIBLE
Boat with a mid-ships engine(s) location, primarily equipped for off-shore fishing, with the main control station traditionally located above the main cabin on a flying bridge and a large aft cockpit with low freeboard equipped with bait-wells, fish boxes, prep centers and storage areas designed for fishing. Typically, accommodations can support comfortable, extended cruising.

EXPRESS CRUISER
Boat primarily designed for cruising, characterized by a starboard side control station aft of the main cabin and a cockpit. Interior typically is an enclosed cabin with one or more berth/stateroom areas, one or more enclosed heads, a full galley and generally a dinette
or other eating facility. Boat may be used for extended cruising.

FISH ’N SKI
Multi-use boat normally including forward flipping deck, stern casting platform and provision for a ski rope (via ski-tow eye or pylon); designed for day fishing or waterskiing in protected waters. This style is usually an optional version of another model.

FISHBOAT
Boats with stations aft of the main cabin, either on centerline or port/starboard side, and also on a tower. It may or may not have a windshield. The large cockpit is equipped with bait-wells, fish boxes and a prep center. Interior typically is an enclosed cabin with one stateroom area, one enclosed head, a full galley and generally a dinette or other eating facility.

FLYBRIDGE SEDAN
Boat designed for cruising or occasional fishing, with a control station located above the main cabin, in the main cabin or both and a cockpit. The bridge length is usually long and overhangs the cockpit on the aft end. Interior includes two levels—main salon (upper deck) and lower deck accommodations. Interior includes one or more berth/stateroom areas (usually in the lower deck area), one or more enclosed heads, a full galley and generally a dinette or other eating facility. Most flybridge sedans are equipped with straight-drive inboard propulsion (with only a few exceptions) located mid-ship under the main salon floor.

INFLATABLE BOATS
A boat that uses air-filled, supported fabric (woven, not film) as a means of structure and/or flotation. This air-filled, supported fabric can be the entire structure of the boat, or used in conjunction with wood, aluminum, fiberglass or other materials to provide added size, buoyancy and stability, e.g., RIBs—rigid hull inflatable boats.

JET DRIVE BOATS
Inboard water-jet powered boat designed and equipped for recreational and family use; can carry one or more persons in the interior of the boat.

JON BOATS
An aluminum outboard boat, typically a utility flat-bottom boat with small horsepower engine for shallow bay waters; may have a console for fishing.

KAYAKS
A canoe-style boat, designed for recreational or competitive use on inland lakes, streams and rivers, with a fully covered top, except for a small opening in the center for a single occupant. Propulsion is achieved with a double-ended paddle.

MOTOR YACHT (AFT CABIN)
Boat primarily designed for cruising, with a control station located above the main cabin, in a pilothouse section, or the salon, or a combination of two locations. Interior is characterized by a master stateroom and one or more guest staterooms, plus one or more enclosed heads, a full galley, a salon and a dining area. On a cockpit motor yacht, a short cockpit area is included in addition to the aft flush deck.

OPEN DECK BOATS (NO PONTOONS)
Monohull boat designed primarily for day use as an entertaining platform, or for waterskiing or fishing; also may contain small, enclosed head. Newer styles mimic bowrider runabouts but with a taller profile and wider bow section.

OPEN DECK BOATS (WITH PONTOONS)
Multi-hull boat designed primarily for day use as an entertaining platform, or for waterskiing or fishing; also may contain small, enclosed head.

OPEN EXPRESS FISHBOAT
Boat primarily designed for off-shore fishing, characterized primarily by its “Carolina-style” aft freeboard and two-level cockpit (upper and lower deck). The control station is located aft of the main cabin, either on centerline or port/starboard side, and also on a tower. It may or may not have a windshield. The large cockpit is equipped with bait-wells, fish boxes and a prep center. The lower deck (cockpit) area is usually wide open and unobstructed. Interior typically is an enclosed cabin with one stateroom area, one enclosed head, a full galley and generally a dinette or other eating facility.

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OTHER FISHBOAT

Pikeboat—high freeboard, v-hull, outboard powered boat designed for fishing in the northern lakes.

PERFORMANCE BOATS

Boat primarily designed for high-speed performance, characterized by a sleek, low-profile exterior, narrow beam and (usually) a deep dead-rise angle. The control station is aft of the main cabin and is either a cockpit or a flush aft deck. Interior typically is an enclosed cabin with one berth/stateroom area, one enclosed head, a full galley and generally a dinette or other eating facility. This category could include both monohulls and "cat" hulls.

RUNABOUT (BOWRIDER)

Boat typically designed with open bow seating and equipped primarily for daytime multi-recreational use. The starboard console consists of the control station and the port console typically has a glove box/cooler area. Some accommodations may be included.

RUNABOUT (CUDDY)

Boat with covered bow, equipped primarily for day multi-recreational use. May include minimal accommodations, such as vee berth, small galley unit and portable head for possible overnight use. Overall style parallels that of a bowrider but with a small cuddy cabin in place of the open bow.

TOURNAMENT SKI

Runabout designed and equipped for tournament and professional waterskiing. Main characteristics are low freeboard, fairly flat dead rise and inboard propulsion.

TRAWLER

Boat designed for extended cruising in comfort. Accommodations include one or more enclosed cabins, one or more enclosed heads, a large aft deck, a full galley and generally a dinette or other eating facility. The primary control station is provided on a bridge deck over the main salon, with an inside steering station often available in the main salon or a pilothouse. Hull is typically non-planing.

UTILITY

Dinghy, workboat or other craft, regardless of construction material, not classifiable in other reporting categories.

WALK AROUND

Boat primarily designed and equipped for recreational use or in-shore/off-shore fishing, with a center located cabin and side decks for access to the bow or cockpit. Boat has a conventional starboard or centerline control station. Cabin typically contains near-full headroom, an enclosed head and/or some form of galley.

Industry Statistical Reports

MSR (MONTHLY SHIPMENT REPORT)

A monthly trend report of industry wholesale shipments of outboard motors, boats, sterndrives, inboards, personal watercraft, jet drive boats, canoes and trailers. This valuable industry report shows current month, year-to-date and prior year comparisons of unit shipments and factory value by hull material, length and type of boat. Annual subscription costs: free to members providing underlying shipment data; $400 to non-data-contributing NMMA members (electronic distribution); $460 to non-data-contributing NMMA members for hard copies; non-members $1,800 per year or $200 per individual monthly issue.

QUARTERLY MARINE REGISTRATION REPORT

A quarterly report listing new powerboat registrations for outboard, sterndrive, inboard, jet drive boats and personal watercraft. The data is provided nationally and for nine U.S. regions and includes the current quarter, calendar year-to-date and rolling 12 month boats registered. Free to members providing underlying shipment data; non-data-contributing NMMA members part of MSR annual subscription; $500/non-members. Individual issues $125/members, $150/non-members.

2006 U.S. BOATING REGISTRATION STATISTICS – DATA TABLES

A detailed, 85-page state-by-state analysis of boating registrations by boat segments, size, power and hull material. Regional summaries include population, income, shoreline and inland water data. First copy free to NMMA members; additional copies $125/members, $300/non-members.

QUARTERLY INSIGHTS FROM THE STATISTICS PORT NEWSLETTER

An electronic, quarterly newsletter highlighting category sales, related industry and economic trends which impact the recreational marine industry. Annual subscription costs: free to members providing underlying shipment data; $50 to non-data-contributing NMMA members; non-members $150 per year.

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List of Sources

ASA—American Sportfishing Association, Alexandria, VA

ILT—Info-Link Technologies, Miami, FL

LBM—Left Brain Marketing, Lenexa, KS

NAICS—North American Industry Classification System, Washington, D.C.

NMBA—National Marine Bankers Association, Chicago, IL

NMMA—National Marine Manufacturers Association, Chicago, IL

NOAA—National Oceanic & Atmospheric Administration

NSGA—National Sporting Goods Association, Mt. Prospect, IL

RMRC—Recreational Marine Research Center, East Lansing, MI

RSM McGladrey, Inc.—South Bend, IN

RVIA—Recreational Vehicle Industry Association, Alexandria, VA

SSI—Statistical Surveys Inc., Grand Rapids, MI

TCB—The Conference Board, New York, NY

TSC—The Sailing Company, Newport, RI

USCG—U.S. Coast Guard, Washington, D.C.

USDC/BEA—U.S. Department of Commerce,
Bureau of Economic Analysis, Washington, D.C.

USDL—U.S. Department of Labor, Washington, D.C.

USFR—U.S. Federal Reserve, Washington, D.C.

USFW—U.S. Fish and Wildlife Services

USITC—U.S. International Trade Commission, Washington, D.C.

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Recreational Marine Research Center

The Recreational Marine Research Center (RMRC) is a resource forum for the recreational boating industry. Founded by the National Marine Manufacturers Association (NMMA) and Michigan State University, the RMRC conducts original industry research, analyzes the data and publishes final reports available only to RMRC members.

The RMRC collects data across the entire spectrum of the recreational marine industry; information that cannot be found anywhere else. This data is essential for identifying opportunities, recognizing trends, making smart business decisions and developing sound marketing strategies.

For more information on the RMRC contact:
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312.946.6202 jpetru@nmma.org

National Marine Manufacturers Association

NMMA is the leading association representing the recreational boating industry. NMMA member companies produce more than 80 percent of the marine products used by recreational boaters in the United States. NMMA provides a wide variety of programs and services tailored to member needs—technical expertise, marketing and communications, standards monitoring, government relations, industry statistics and more—and is active with world marine trade organizations to promote and protect the sport of recreational boating. NMMA also produces boat shows in key North American markets to provide quality showplaces for exhibitors and consumers.

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