



National Marine Manufacturers Association

nmma.org

Economic Significance of Recreational Boating in CALIFORNIA

TOTAL ANNUAL ECONOMIC IMPACT*
\$8.9 Billion



*INCLUDES DIRECT, INDIRECT AND INDUCED SPENDING



Number of Jobs
direct **35,407**
indirect **13,058**
total **48,465**



Number of Businesses

total **3,062**

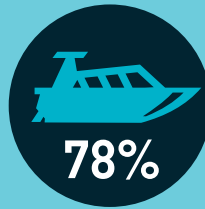
Recreational Boats in State[†]

TOTAL
820,490

SAILBOAT



POWERBOAT



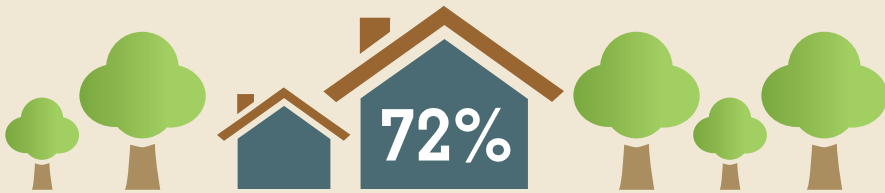
PWC



OTHER



[†]Percentages may not sum to 100 due to rounding



72%
OF BOAT OWNERS HAVE A HOUSEHOLD INCOME OF LESS THAN \$100K

95%

OF BOATS SOLD IN THE U.S. ARE MADE IN THE U.S.



\$35.4 BILLION Total U.S. expenditures on boats, engines, accessories & related costs*

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

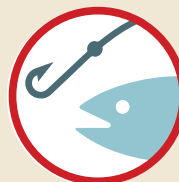
\$546.8 MILLION Annual retail sales of new boats, engines & marine accessories in California

87.3 MILLION Boaters took to the water in the U.S. in 2014

DATA SOURCES: Unless otherwise noted, data is from the NMMMA 2014 Recreational Boating Statistical Abstract. Data for Economic Impact, Jobs and Businesses is taken from the NMMMA 2012 Boating Economic Impact Study. Data for Boat Registrations is taken from the NMMMA 2013 Boating Registrations Report.

Top 3 Most Popular Boating Activities

FISHING



SWIMMING



ENTERTAINING



95% of boats in the U.S. are small, towable boats sized at 26 feet or less