

Recreational Boating

CALIFORNIA



AN AMERICAN PASTIME & ECONOMIC ENGINE

California's recreational boating industry has an annual economic impact of more than

\$8.9 BILLION

(INCLUDES DIRECT, INDIRECT AND INDUCED SPENDING)

SUPPORTING

48,465

DIRECT & INDIRECT AMERICAN JOBS

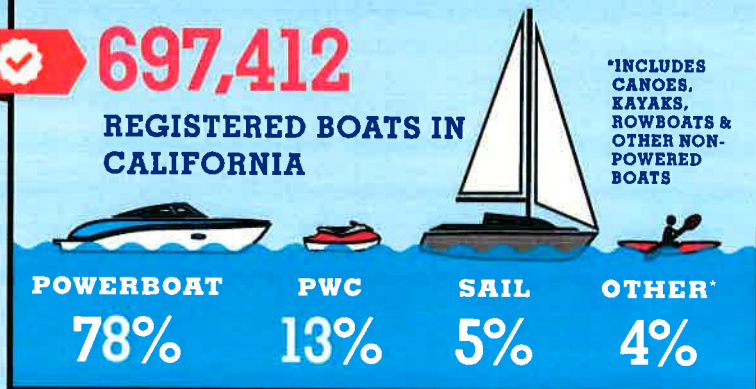
3,062

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
- 697,412** REGISTERED BOATS IN CALIFORNIA

*INCLUDES CANOES, KAYAKS, ROWBOATS & OTHER NON-POWERED BOATS



TOP 3

Most Popular Boating Activities

FISHING SWIMMING ENTERTAINING



IN 2016

ANNUAL U.S. SALES OF BOATS, MARINE PRODUCTS AND SERVICES

\$36 BILLION

INCLUDING MAINTENANCE, STORAGE, FUEL, INSURANCE, TAXES & INTEREST



ANNUAL RETAIL SALES OF NEW BOATS, ENGINES & MARINE ACCESSORIES IN CALIFORNIA

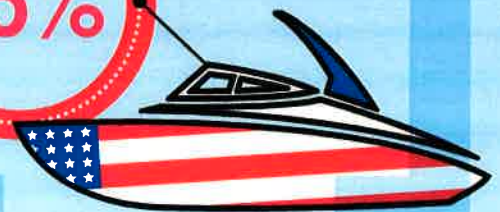
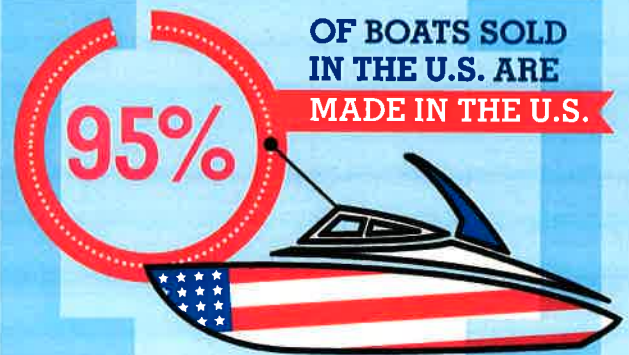
\$614.5 MILLION



NUMBER OF PEOPLE WHO WENT BOATING

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.

nmma.org

NMMA
National Marine Manufacturers Association