

# RECREATIONAL BOATING Statistical Abstract



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The 2012 Recreational Boating Statistical 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.

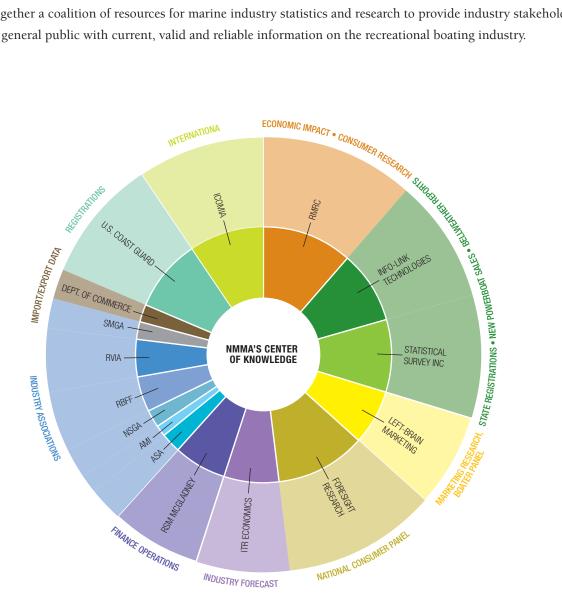
The report presents detailed data on boat registrations, sales, expenditures, participation and the retail market. Boating Population includes boating participation, ownership, usage and behavior data from boater participation and boat owner surveys conducted by Foresight Research in late 2012. The Import/Export section features an in-depth look at the import/export marketplace focusing on product categories, trade partners and regional analysis.

This edition also includes the results of a consumer survey conducted by Foresight Research in 2011 on boaters' marine accessory spending habits (Section 18).

NMMA's Industry Statistics & Research Department analyzed and formatted all data in this report. The complete list of sources can be found on page 338.

### 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.



### **EXECUTIVE SUMMARY**

### **Industry Snapshot**

Recreational boating is an important contributor to the U.S. economy, generating \$35.6 billion in direct sales of products and services in 2012, a 10 percent increase from 2011.

Total boat and engine sales reached \$20.6 billion in 2012.

New boat and engine sales totaled \$8.86 billion; of this traditional powerboat sales (outboard, inboard, sterndrive and jet boats) totaled \$5.84 billion, other boat sales totaled \$96 million and outboard engine sales totaled \$2.06 billion.

Pre-owned boat and engine sales totaled \$11.74 billion, with sales distributed as follows: traditional powerboats totaled \$8.92 billion, other boats totaled \$89 million and outboard engines totaled \$1.93 billion.

Of the 232.3 million adults living in the United States in 2012, 37.8 percent, or 88 million people, participated in recreational boating, a six percent increase from 2011. This is the largest percentage of participation in recreational boating among the U.S. adult population since NMMA began collecting participation data in 1990.

There were 1,167,900 pre-owned and new powerboats (outboard, inboard, sterndrive, jet, personal watercraft and inflatable) and sailboats sold in 2011, a 3.7 percent increase compared to 2011. There were 969,000 pre-owned boats sold in 2012, a 6.0 percent increase compared to 2011. Eighty-three percent of boats sold in 2012 were pre-owned. Ninety-three percent of the new traditional powerboats sold in the U.S. were made in the U.S. unit sales of new power- and sailboats totaled 228,245 in 2012, a 6.5 percent increase, compared to 2011.

In the new boat market, unit sales increased in the following segments: jet boats (up 36 percent), sailboats (up 29 percent), inboard/ski/wakeboard boats (up 13.4 percent), outboard boats (up 11.3 percent), kayaks (up two percent) and canoes (up one percent).

Sales of new boat trailers were up 8.6 percent from \$122 million in 2011 to \$133 million in 2012, corresponding unit sales totaled 77,400, up nearly two percent from the previous year.

Outboard boats dominated pre-owned unit sales with a 60 percent share of the market.

Aftermarket accessory sales totaled \$5.6 billion in 2012. Per boat spending for the year averaged \$352 (all boats). During 2012, 78% of boat owners purchased at least one marine accessory, up from 75% in 2011. (Accessories include navigation equipment (i.e., GPS), electronics, covers/tops, safety gear, maintenance and repair, dockside equipment like ropes and buoys, fishing and watersports gear, etc.)

Boaters spent five percent less on operating costs (insurance, docking, storage, marina fees, fuel, maintenance, and taxes) in 2012 than in 2011, these expenses fell from a total of nearly \$9.8 billion in 2011 to \$9.27 billion in 2012.

Fuel costs led owners' expenditures totaling \$2.7 billion in 2012, a 24 percent decrease from 2011. Two factors drove this decrease: the cost of fuel and the number of days spent boating. The average price of fuel fell 3.2 percent, from \$3.70 per gallon in 2011 to \$3.58 per

gallon in 2012. Powerboaters also used their boats less; the average number of days boats were in operation decreased from 31 days in 2011 to 26 days in 2012. Repair/service costs totaled nearly \$2.62 billion in 2012 and marina and storage costs totaled \$1.97 billion.

### **Total Boat Sales (Section 5)**

There were 546,395 new boats sold in 2012, an increase of four percent compared to 2011, with a total retail value of \$6.8 billion, an increase of 12 percent from 2011. (Table 5.2)

Total pre-owned boat sales reached 969,400 units in 2012, a 6.5 percent increase compared the prior year; corresponding value totaled \$9.8 billion, up eleven percent compared to 2011.

Demonstrating the seasonality of new boat retail sales, 58 percent of new powerboats registered in 2012 were recorded during April, May, June and July. Wholesale shipments were spread more evenly throughout the year. (Table 5.4)

### **Total New and Pre-Owned Powerboat Sales (Section 5)**

Retail sales for both new and pre-owned traditional powerboats (outboard, inboard, sterndrive and jet boats) totaled \$14.8 billion in 2012, a 13 percent increase compared to 2011.

New traditional powerboat sales totaled 157,350 units in 2012, an increase of 10 percent from 2011, and comprised 16 percent of total powerboat sales, relatively unchanged from 2011.

Pre-owned traditional powerboat sales totaled 805,600 units, a seven percent increase from 2011.

### **Estimated average price of boats (Sections 3, 4, 5)**

The average retail price of a new traditional powerboat (outboard, inboard, sterndrive, jet boat) in 2012 was \$37,140, up four percent from 2011.

The average price of a pre-owned traditional powerboat in 2012 was \$13,771, a 4.7 percent increase from 2011.

Pre-owned boats accounted for 83 percent of all power- and sailboats sold (by volume) in 2012, a two percent greater share of the market than in 2011. In terms of dollar value, pre-owned boats accounted for 59 percent of the total spent on power-and sailboats in 2012.

### **Boater Demographics (Section 1)**

Boating remains a middle-class recreational activity. Eighty-one percent of adults who went boating in 2012 had a household income less than \$100,000; sixty-five percent had a household income less than \$75,000. (Only 16 percent had a household income of \$100,000 or greater.)

Boating participants were more likely to be male (58 percent), younger than age 50 (74 percent) and have a household income of \$50,000–\$99,999 (41 percent).

Approximately seven percent of boating participants were age 65 or older and 10 percent were retired. Eight percent of boating participants were Hispanic and 10 percent were African American.

### **Boating Participation (Section 1)**

Of the 232.3 million adults living in the United States in 2012, 37.8 percent, or 88 million people, participated in recreational boating, a six percent increase from 2011. (Table 1.1)

The total number of boats in use in 2012 increased slightly more than three percent or 510,000 vessels. It is estimated that 16.67 million boats were in use during 2012 compared to 16.16 million in 2011. (Table 1.2)

The Great Lakes region was again home to the greatest number of recreational boaters in 2012; approximately two out of ten participants, or 18 million boaters, lived there in 2012. (Table 1.8)

Persons who boated as children are more likely to boat as adults; nearly 70 percent of participants in 2012 boated as children. (Table 1.9.1)

Outboard boats were the most popular type of recreational boat in use for the sixteenth consecutive year; 49 percent of the nearly 16.7 million boats on the water in 2012 were outboard boats. (Table 1.3)

### **Boat Registrations (Section 6)**

Boat registrations were down nearly two percent in 2011, falling to a total of 12.2 million, compared to 12.4 million the previous year.

Florida led all states in boat registrations for 2011, followed by California, Minnesota, Michigan and Wisconsin, in that order.

The top 20 states represented 75 percent of all boats registered in the United States.

Ninety-three percent of all boats registered in 2011 were mechanically powered, i.e. powerboats or auxiliary sailboats; this market share has remained constant since 2002.

Nearly one in three powerboats registered in 2011 were smaller than 16 feet in length; the majority of these craft were aluminum outboard boats.

Nearly three out of five of powerboats registered in 2011 had fiberglass hulls; thirty- nine percent had aluminum hulls.

### **New Powerboat Sales by State (Section 5)**

Florida again ranked first, with total new powerboat, motor, trailer and accessory sales reaching nearly \$1.7 billion, an increase of nearly 15 percent compared to 2011. Texas, Michigan, Minnesota and New York rounded out the top five states, respectively. (Table 5.6)

The top 20 states accounted for 73 percent of the total spent on new powerboats, outboard engines, trailers and accessories in 2011. (Table 5.7)

Sales increased in each of the top 20 states: Michigan, Wisconsin, Virginia, Minnesota, and South Carolina each recorded gains of more than 30 percent, up 42 percent, 37 percent, 36 percent, 34 percent and 32 percent, respectively.

New Jersey fell out of the top 20 and Virginia was added.

### **Imports and Exports (Section 7)**

The number of recreational boats exported in 2012 increased for the third consecutive year, up 1.4 percent to a four-year high total of nearly 130,569 units of which 36,265 were traditional powerboats (inboard-, outboard-, and sterndrive-propelled) , 35,222 were rowboats/canoes and 51,989 "other", which includes PWCs, 4,695 inflatable boats and 2,398 sailboats. Gains in the export of "other" boats (up 16.6 percent), outboard boats (up 15.5 percent), and sterndrive boats (up 7.6 percent) were offset by declines in all other categories.

A total of 183,205 powerboats were manufactured in the United States in 2012; Twenty percent were exported to other countries.

A record-high 301,000 boats were imported in 2012; of these nearly four out of five were canoes. Traditional powerboats (inboard-, outboard-, and sterndrive-propelled) contributed 10,500 units to the import total, about one quarter less than the 17-year average of 14,000 units.

Since 2007, there has been a positive balance in U.S. trade of recreational boats and marine engines; the balance totaled \$275 million in 2012, down nearly 23 percent from the previous year. In terms of value, boats comprised 70 percent of total exports and 54 percent of total imports.

Export value of boats and engines totaled \$2.24 billion in 2012, up 2.9 percent from 2011.

Recreational boat and marine engine exports to Canada (\$690 million or 31 percent), Latin America, i.e. Mexico, Central America/Caribbean and South America (\$553 million or 25 percent), Western Europe (\$391 million or 17 percent) and Australia/Pacific Islands (\$239 million or 11 percent) accounted for 84 percent of total U.S. marine exports. NAFTA trading partners, Canada and Mexico, accounted for more than one in three of the market's export dollars. Latin America continued to grow in importance as a trading partner; exports to the region increased 26 percent in 2012 compared to 2011.

Import value of boats and engines totaled \$1.97 billion, an increase of nearly eight percent from 2011.

Nearly half (48 percent) (\$953 million) of all boat and engine imports in 2012 were from Asia, followed by Western Europe (28 percent or \$506 million), Canada (15 percent or \$272 million) and Latin America (seven percent or \$138 million).

The purchasing power of the U.S. dollar slightly weakened against the Canadian dollar and Euro in 2012. The dollar dropped three cents on the Canadian dollar, but was still below the 16-year average of CAD1.27. The dollar also dropped one cent on the Euro, was nine cents above the record low in 2007, but still below the 14-year average of €0.85.

### **Boating and the Economy (Section 2)**

The RV market grew for a third consecutive year, with retail sales up 7.2 percent to 209,000 units, approximately 100,000 units less than pre-recession levels.

On a rolling 12-month basis, the rate of change in light vehicle sales ended the year up 12.6 percent. Traditional powerboat retail sales continued to trend upward through 2012, ending the year up 10.2 percent.

Consumer confidence averaged 67.1 in 2012, ending the year at 66.7. While consumer confidence has improved steadily since the recession (average readings for 2011: 58.1, 2010: 54.6, 2009: 45.2), it remains relatively mediocre, far from pre-recession levels in the 100+ range.

Fishing license sales increased 3.3 percent in 2012 to a total of 29.3 million units.

Fishing tackle sales grew for the second consecutive year, forecasted at \$2.1 billion in 2011, while sales were up 13 percent from the record low \$1.9 billion in 2009.

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### 1.1 Participation

Of the 232.3 million adults living in the United States in 2012, 37.8% or 88 million participated in recreational boating at least once during the year, a 6% increase from 2011.

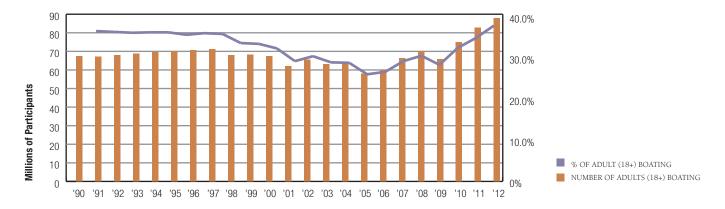
This is the largest proportion of the U.S. adult population participating in recreational boating since NMMA began collecting participation data in 1990, when 36.5% of adults went boating.

SOURCE: RMRC/FORESIGHT RESEARCH/NMMA

Table 1.1

	ADULTS (18+)	ADULTS (18+)
YEAR	BOATING (MILLIONS)	BOATING (%)
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%
2010	75.0	32.4%
2011	82.7	34.8%
2012	87.8	37.8%

### **CHART 1.1**



### 1.2 Total recreational boats in use

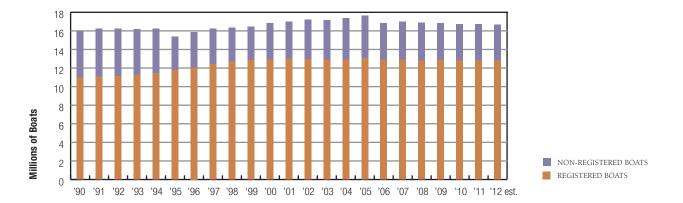
The total number of recreational boats in use during 2012 increased slightly more than three percent or 510,000 vessels. It is estimated that there were 16.67 million boats in use during 2012, compared to 16.16 million in 2011.

SOURCE: USCG/NMMA

Table 1.2

YEAR	REGISTERED BOATS/DOCUMENTED (MILLIONS)	NON-REGISTERED BOATS (MILLIONS)	TOTAL (MILLIONS)
1989	10.78	4.88	15.66
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	13.00	4.14	16.94
2008	12.80	4.00	16.80
2009	12.83	4.00	16.82
2010	12.54	3.81	16.35
2011	12.27	3.89	16.16
2012	est. 12.78	3.88	16.67

### **CHART 1.2**



### 1.3 Recreational boats in use by type

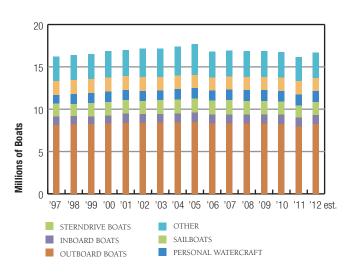
Outboards were the most popular type of recreational boat in use for the sixteenth consecutive year; of the 16.67 million boats on the water in 2012, nearly half (49%) were outboard boats.

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	1.24	1.54	3.07	16.80
2009	8.29	1.08	1.56	1.33	1.54	3.03	16.82
2010	8.13	1.05	1.52	1.27	1.57	2.82	16.35
2011	7.96	1.01	1.47	1.27	1.59	2.86	16.16
2012 est.	8.24	1.08	1.52	1.30	1.53	2.99	16.67





### 1.4 Boats retired from fleet

Analysis of the 2011 U.S. Boat Registrations report indicates that an estimated 426,000 boats were retired from the fleet in 2011; of these, 62% were outboard boats.

SOURCE: NMMA

YEAR	TOTAL BOATS	OUTBOARD BOATS	INBOARD/ PWC	STERNDRIVE BOATS	SAILBOATS
1998	358,088	156,888	103,500	61,700	36,000
1999	400,818	192,128	105,790	60,000	42,900
2000	356,835	172,984	97,006	54,490	32,355
2001	360,430	138,195	107,100	82,780	32,355
2002	443,812	251,650	110,211	64,551	17,400
2003	293,649	129,137	100,052	45,500	18,960
2004	363,723	205,117	90,732	46,304	21,570
2005	313,467	163,339	71,549	56,649	21,930
2006	683,896	391,179	160,039	109,548	23,130
2007	301,759	177,228	81,011	27,500	16,020
2008	370,991	142,506	40,129	175,234	13,122
2009	191,260	119,273	17,268	42,494	12,225
2010	371,438	262,855	147,163	54,804	11,340
2011	425,885	265,996	81,343	67,386	11,160
2012 projected	324,632	171,000	71,582	72,000	10,050
2013 projected	334,878	177,500	71,942	74,000	11,436
2014 projected	292,252	145,500	72,092	66,500	8,160
2015 projected	238,532	113,500	70,172	48,500	6,360
2016 projected	205,222	97,500	68,612	36,500	2,610
2017 projected	205,337	96,000	68,657	37,500	3,180
2018 projected	212,295	102,500	68,725	37,500	3,570
2019 projected	212,295	110,000	65,672	45,000	3,900

Changes in annual registrations are used in developing estimates of powerboats retired from the fleet. The formula for estimating the number of boats retired from the fleet is (Previous Year's plus Current Year's Sales minus Current Year's Registrations). For projections, industry experts assume a 50% attrition rate for boats older than 25 years.

### 3.1 New boats: Retail market data

 $New \ boat \ sales \ increased \ 4\% \ in \ 2012 \ to \ 546,395 \ units, \ with \ a \ retail \ dollar \ value \ of \ \$6.8 \ billion, \ 12\% \ more \ than \ the \ previous \ year.$ 

Outboard engine sales in 2012 totaled 193,200 units, an 8% increase from 2011; dollar sales were up 15% compared to 2011, to a total of \$2.1 billion.

**TABLE 3.1** 

Outboard Boats         Total Links Sold Potal Value (Billions of Dolars) S 2:209         21,2000         207,100         21,6800         213,300         204,200           Potal Value (Billions of Dolars) Average Link Cost         \$2.09         \$2.497         \$2.734         \$2.733         \$2.898         \$3.201         \$3.216           Outboard Engines         Total Units Sold         \$2.99,100         302,100         305,400         315,300         312,000         301,700           Beat Trailers         Total Units Sold         \$8.061         \$8.205         \$2.8565         \$2.879         \$3.195         \$3.255           Boat Trailers         Total Units Sold         \$135,900         \$141,200         \$130,600         \$13,400         \$14,100         \$10,900           Boat Trailers         Total Units Sold         \$1,182         \$1,020         \$1,000         \$13,400         \$14,100         \$13,400         \$14,100         \$13,400         \$14,100         \$13,400         \$14,100         \$13,400         \$14,100         \$13,000         \$13,400         \$14,100         \$13,000         \$13,400         \$14,100         \$10,000         \$13,400         \$14,100         \$10,000         \$13,400         \$11,100         \$11,100         \$11,100         \$11,500         \$11,100         \$11,100	188,700
Memage Unit Cost   \$10,144   \$11,495   \$13,244   \$13,239   \$15,006   \$15,748   \$10,000   \$10,0	
Potential Units Sold   299,100   302,100   305,400   315,300   312,000   301,700   301,700   Retail Value (Billions of Dollars)   \$2,411   \$2,479   \$2,555   \$2,879   \$3,155   \$3,255   \$3,255   \$4,000   \$2,000   \$2,000   \$2,000   \$2,000   \$3,400   \$314,000   \$314,000   \$30,000   \$314,000   \$30,	\$3.359
Retail Value (Billions of Dollars)   \$2.411   \$2.479   \$2.555   \$2.879   \$3.155   \$3.255     Average Unit Cost   \$8.061   \$8.205   \$8.205   \$8.305   \$9.131   \$10,112   \$10,709     Boat Trailers	\$17,798
Average Unit Cost	275,500
Pack Trailers	\$2.689
Retail Value (Billions of Dollars)   \$0.182   \$0.201   \$0.202   \$0.228   \$0.248   \$0.296     Average Unit Cost   \$1.337   \$1.421   \$1.547   \$1.709   \$1.846   \$2.260     Inboard Boats	\$9,761
Average Unit Cost	126,200
Inboard Boats	\$0.232
Ski/Wakeboard Boats         Retail Value (Billions of Dollars)         \$0.353         \$0.399         \$0.403         \$0.455         \$0.508         \$0.568           Average Unit Cost         \$31,763         \$37,982         \$36,332         \$37,533         \$40,297         \$43,386           Inboard Boats—Cruisers         Total Units Sold         10,800         11,800         8,100         8,600         7,800         6,900           Average Unit Cost         \$3,758         \$4.337         \$3.020         \$3,335         \$3,119         \$3,070           Average Unit Cost         \$348,007         \$367,505         \$372,830         \$33,771         \$399,815         \$444,872           Stemdrive Boats         Total Units Sold         72,000         69,300         69,200         71,100         72,300         67,700           Retail Value (Billions of Dollars)         \$2,218         \$2,192         \$2,221         \$2,368         \$2,573         \$2,724           Average Unit Cost         \$30,802         \$31,634         \$32,097         \$33,306         \$35,592         \$40,237           Canoes         Total Units Sold         105,000         100,000         86,700         93,900         77,200         99,900           Retail Value (Billions of Dollars)         \$0.	\$1,839
Average Unit Cost   \$31,763   \$37,982   \$36,332   \$37,533   \$40,297   \$43,386   \$100	12,000
Total Units Sold   10,800   11,800   8,100   8,600   7,800   6,900   8,000   7,800   8,000   7,800   8,000   8,000   7,800   8,000	\$0.567
Retail Value (Billions of Dollars)   \$3.758   \$4.337   \$3.020   \$3.335   \$3.119   \$3.070     Average Unit Cost   \$348,007   \$367,505   \$372,830   \$387,771   \$399,815   \$444,872     Sterndrive Boats	\$47,234
Average Unit Cost   \$348,007   \$367,505   \$372,830   \$387,771   \$399,815   \$444,872	6,200
Sterndrive Boats	\$2.888
Retail Value (Billions of Dollars)   \$2.218   \$2.192   \$2.221   \$2.368   \$2.573   \$2.724     Average Unit Cost   \$30,802   \$31,634   \$32,097   \$33,306   \$35,592   \$40,237     Canoes   Total Units Sold   105,800   100,000   86,700   93,900   77,200   99,900     Retail Value (Billions of Dollars)   \$0.057   \$0.057   \$0.050   \$0.057   \$0.048   \$0.058     Average Unit Cost   \$543   \$569   \$573   \$605   \$627   \$585     Kayaks   Total Units Sold   357,100   340,300   324,000   337,300   349,400   393,400     Retail Value (Billions of Dollars)   \$0.177   \$0.158   \$0.151   \$0.160   \$0.167   \$0.196     Average Unit Cost   \$495   \$463   \$466   \$473   \$478   \$497     Inflatables   Total Units Sold   — — — 30,500   31,600   30,100   25,100     Retail Value (Billions of Dollars)   — — \$0.067   \$0.065   \$0.058   \$0.048     Average Unit Cost   \$0.900   79,300   \$0.060   79,500   \$0.200   \$0.200     Retail Value (Billions of Dollars)   \$0.641   \$0.668   \$0.717   \$0.733   \$0.762   \$0.792     Average Unit Cost   \$7,929   \$8,798   \$8,890   \$9,226   \$9,495   \$9,636     Jet Boats   Total Units Sold   6,200   5,100   5,600   5,600   6,700   6,200     Retail Value (Billions of Dollars)   \$0.119   \$0.108   \$0.115   \$0.130   \$0.168   \$0.152     Average Unit Cost   \$19,144   \$21,176   \$20,584   \$23,280   \$25,108   \$24,443     Houseboats**   Total Units Sold   — — — — 550   450   530     Retail Value (Billions of Dollars)   \$0.119   \$0.108   \$0.115   \$0.130   \$0.168   \$0.152     Average Unit Cost   \$19,144   \$21,176   \$20,584   \$23,280   \$25,108   \$24,443     Houseboats**   Total Units Sold   — — — — 50.050   500   500   500     Retail Value (Billions of Dollars)   \$0.119   \$0.108   \$0.115   \$0.130   \$0.168   \$0.152     Average Unit Cost   \$19,144   \$21,176   \$20,584   \$23,280   \$25,108   \$24,443     Houseboats**   Total Units Sold   — — — — — — — — — — — — — — — — — —	\$465,826
Average Unit Cost   \$30,802   \$31,634   \$32,097   \$33,306   \$35,592   \$40,237	60,400
Canoes         Total Units Sold Retail Value (Billions of Dollars)         105,800         100,000         86,700         93,900         77,200         99,900           Kayaks         Total Units Sold Average Unit Cost         \$543         \$569         \$573         \$605         \$627         \$585           Kayaks         Total Units Sold Retail Value (Billions of Dollars)         \$0.177         \$0.158         \$0.151         \$0.160         \$0.167         \$0.196           Average Unit Cost         \$495         \$463         \$466         \$473         \$478         \$497           Inflatables         Total Units Sold         —         —         30,500         31,600         30,100         25,100           Retail Value (Billions of Dollars)         —         —         \$0.067         \$0.065         \$0.058         \$0.048           Average Unit Cost         —         —         \$0.067         \$0.065         \$0.058         \$0.048           Personal Watercraft         Total Units Sold         80,900         79,300         80,600         79,500         80,200         82,200           Personal Watercraft         Total Units Sold         80,900         79,300         80,600         79,500         80,200         82,000           Retail Value (Billi	\$2.672
Retail Value (Billions of Dollars)   \$0.057   \$0.057   \$0.050   \$0.057   \$0.048   \$0.058     Average Unit Cost   \$543   \$569   \$573   \$605   \$627   \$585     Kayaks   Total Units Sold   357,100   340,300   324,000   337,300   349,400   393,400     Retail Value (Billions of Dollars)   \$0.177   \$0.158   \$0.151   \$0.160   \$0.167   \$0.196     Average Unit Cost   \$495   \$463   \$466   \$473   \$478   \$497     Inflatables   Total Units Sold   — — — 30,500   31,600   30,100   25,100     Retail Value (Billions of Dollars)   — — \$0.067   \$0.065   \$0.058   \$0.048     Average Unit Cost   — — \$0.067   \$0.065   \$0.058   \$0.048     Average Unit Cost   — — \$0.067   \$0.065   \$0.058   \$0.048     Average Unit Cost   — — \$0.067   \$0.065   \$0.058   \$0.048     Average Unit Cost   — — \$0.067   \$0.067   \$0.065   \$0.058   \$0.048     Average Unit Cost   & \$0.061   \$0.069   \$0.079,500   \$0.000   \$0.000     Retail Value (Billions of Dollars)   \$0.641   \$0.698   \$0.717   \$0.733   \$0.762   \$0.792     Average Unit Cost   \$7,929   \$8,798   \$8,890   \$9,226   \$9,495   \$9,636     Jet Boats   Total Units Sold   \$0.019   \$0.108   \$0.115   \$0.130   \$0.168   \$0.152     Average Unit Cost   \$19,144   \$21,176   \$20,584   \$23,280   \$25,108   \$24,443     Houseboats**   Total Units Sold   — — — \$0.087   550   450   530     Retail Value (Billions of Dollars)   — — — \$0.087   550   450   530     Retail Value (Billions of Dollars)   — — — \$0.087   550   450   530     Retail Value (Billions of Dollars)   — — — \$0.087   550   450   530     Retail Value (Billions of Dollars)   — — — \$0.087   550   450   530     Retail Value (Billions of Dollars)   — — — — \$0.087   550   450   530     Retail Value (Billions of Dollars)   — — — — \$0.087   550   450   530     Retail Value (Billions of Dollars)   — — — — — \$0.087   550   450   530     Retail Value (Billions of Dollars)   — — — — — — \$0.087   550   450   530     Retail Value (Billions of Dollars)   — — — — — — — \$0.087   550   450   530     Retail Value (Billions of Dollars)   — — — — — — — — \$0.087   550   450   530	\$44,238
Average Unit Cost   \$543   \$569   \$573   \$605   \$627   \$585	99,600
Total Units Sold   357,100   340,300   324,000   337,300   349,400   393,400   393,400   Retail Value (Billions of Dollars)   \$0.177   \$0.158   \$0.151   \$0.160   \$0.167   \$0.196   \$0.096   \$	\$0.055
Retail Value (Billions of Dollars)   \$0.177   \$0.158   \$0.151   \$0.160   \$0.167   \$0.196     Average Unit Cost   \$495   \$463   \$466   \$473   \$478   \$497     Inflatables	\$553
Average Unit Cost	346,600
Inflatables	\$0.184
Retail Value (Billions of Dollars)	\$531
Average Unit Cost	29,400
Personal Watercraft   Total Units Sold   80,900   79,300   80,600   79,500   80,200   82,200	\$0.118
Retail Value (Billions of Dollars)   \$0.641   \$0.698   \$0.717   \$0.733   \$0.762   \$0.792     Average Unit Cost   \$7,929   \$8,798   \$8,890   \$9,226   \$9,495   \$9,636     Jet Boats   Total Units Sold   6,200   5,100   5,600   5,600   6,700   6,200     Retail Value (Billions of Dollars)   \$0.119   \$0.108   \$0.115   \$0.130   \$0.168   \$0.152     Average Unit Cost   \$19,144   \$21,176   \$20,584   \$23,280   \$25,108   \$24,443     Houseboats**   Total Units Sold   — — — — — — — — — \$500   450   530     Retail Value (Billions of Dollars)   — — — — — — — — \$0.324   \$0.415	\$4,012
Average Unit Cost         \$7,929         \$8,798         \$8,890         \$9,226         \$9,495         \$9,636           Jet Boats         Total Units Sold Retail Value (Billions of Dollars)         6,200         5,100         5,600         5,600         6,700         6,200           Average Unit Cost         \$0.119         \$0.108         \$0.115         \$0.130         \$0.168         \$0.152           Average Unit Cost         \$19,144         \$21,176         \$20,584         \$23,280         \$25,108         \$24,443           Houseboats**         Total Units Sold         —         —         —         550         450         530           Retail Value (Billions of Dollars)         —         —         —         —         \$0.324         \$0.415	79,900
Det Boats   Total Units Sold   6,200   5,100   5,600   5,600   6,700   6,200	\$0.793
Retail Value (Billions of Dollars)   \$0.119   \$0.108   \$0.115   \$0.130   \$0.168   \$0.152     Average Unit Cost   \$19,144   \$21,176   \$20,584   \$23,280   \$25,108   \$24,443     Houseboats**   Total Units Sold   — — — — — — — — — \$550   450   530     Retail Value (Billions of Dollars)   — — — — — — — — \$0.324   \$0.415	\$9,931
Average Unit Cost         \$19,144         \$21,176         \$20,584         \$23,280         \$25,108         \$24,443           Houseboats**         Total Units Sold         —         —         —         550         450         530           Retail Value (Billions of Dollars)         —         —         —         —         \$0.324         \$0.415	6,800
Houseboats** Total Units Sold — — — 550 450 530 Retail Value (Billions of Dollars) — — — — \$0.324 \$0.415	\$0.189
Retail Value (Billions of Dollars) — — — — \$0.324 \$0.415	\$27,784
	420
Average Unit Cost — — — — \$720,210 \$783,912	\$0.197
	\$470,093
Sailboats*         Total Units Sold         18,600         15,800         15,000         14,300         14,400         12,900	11,800
Retail Value (Billions of Dollars) \$0.639 \$0.568 \$0.540 \$0.603 \$0.647 \$0.652	\$0.716
Average Unit Cost \$34,336 \$35,936 \$35,983 \$42,195 \$44,926 \$50,557	\$60,708
TOTAL NEW BOAT SALES UNITS 880,300 844,100 837,900 870,650 864,450 912,130	841,820
TOTAL DOLLARS (BILLIONS) \$10.171 \$10.952 \$10.027 \$10.754 \$11.574 \$11.891	\$11.739
PERCENT CHANGE UNITS 52.6% -4.1% -0.7% 3.9% -0.7% 5.5%	-7.7%
PERCENT CHANGE DOLLARS 17.4% 7.7% -8.5% 7.3% 7.6% 2.7%	-1.3%

<sup>\*</sup>Source: The Sailing Company's Annual Sailing Business Review \*\*Previously reported in the individual power categories

**TABLE 3.1 Continued** 

		2008	2009	2010	2011	2012	% CHANGE
Outboard Boats	Total Units Sold	151,400	117,500	112,800	115,750	128,800	11.3%
	Retail Value (Billions of Dollars)	\$2.803	\$2.157	\$1.863	\$2.126	\$2.626	23.5%
	Average Unit Cost	\$18,513	\$18,356	\$16,517	\$18,369	\$20,387	11.0%
Outboard Engines	Total Units Sold	227,000	180,700	178,900	178,500	193,200	8.2%
	Retail Value (Billions of Dollars)	\$2.071	\$1.659	\$1.722	\$1.794	\$2.057	14.7%
	Average Unit Cost	\$9,125	\$9,178	\$9,624	\$10,052	\$10,649	5.9%
Boat Trailers	Total Units Sold	92,400	56,900	65,100	76,200	77,400	1.6%
	Retail Value (Billions of Dollars)	\$0.162	\$0.088	\$0.102	\$0.122	\$0.133	8.6%
	Average Unit Cost	\$1,750	\$1,555	\$1,569	\$1,603	\$1,714	6.9%
nboard Boats—	Total Units Sold	8,900	6,500	5,000	4,850	5,500	13.4%
Ski/Wakeboard Boats	Retail Value (Billions of Dollars)	\$0.449	\$0.348	\$0.287	\$0.297	\$0.375	26.3%
	Average Unit Cost	\$50,400	\$53,516	\$57,422	\$61,300	\$68,269	11.4%
nboard Boats—Cruisers	Total Units Sold	4,200	3,000	2,330	2,040	2,000	-2.0%
	Retail Value (Billions of Dollars)	\$2.548	\$1.921	\$1.750	\$1.726	\$1.798	4.2%
	Average Unit Cost	\$606,621	\$640,418	\$750,917	\$845,869	\$898,795	6.3%
Sterndrive Boats	Total Units Sold	38,500	26,550	18,700	16,890	16,500	-2.3%
	Retail Value (Billions of Dollars)	\$1.789	\$1.244	\$0.914	\$0.855	\$0.883	3.3%
	Average Unit Cost	\$46,459	\$46,858	\$48,882	\$50,615	\$53,516	5.7%
Canoes	Total Units Sold	73,700	89,600	77,100	77,800	78,600	1.0%
	Retail Value (Billions of Dollars)	\$0.040	\$0.043	\$0.037	\$0.037	\$0.039	4.0%
	Average Unit Cost	\$547	\$482	\$482	\$482	\$496	2.9%
Kayaks	Total Units Sold	322,700	254,000	228,000	234,800	239,500	2.0%
	Retail Value (Billions of Dollars)	\$0.171	\$0.147	\$0.132	\$0.124	\$0.130	5.1%
	Average Unit Cost	\$531	\$578	\$578	\$526	\$542	3.0%
nflatables	Total Units Sold	28,300	21,700	24,300	24,000	26,500	10.4%
	Retail Value (Billions of Dollars)	\$0.084	\$0.084	\$0.067	\$0.065	\$0.073	11.6%
	Average Unit Cost	\$2,952	\$3,868	\$2,740	\$2,714	\$2,744	1.1%
Personal Watercraft	Total Units Sold	62,600	44,500	41,600	42,900	38,500	-10.3%
	Retail Value (Billions of Dollars)	\$0.670	\$0.500	\$0.463	\$0.501	\$0.472	-5.8%
	Average Unit Cost	\$10,703	\$11,242	\$11,123	\$11,668	\$12,251	5.0%
let Boats	Total Units Sold	4,900	3,550	3,500	3,300	4,500	36.4%
	Retail Value (Billions of Dollars)	\$0.138	\$0.160	\$0.115	\$0.112	\$0.160	42.4%
	Average Unit Cost	\$28,088	\$29,774	\$32,752	\$34,082	\$35,589	4.4%
louseboats**	Total Units Sold	320	220	115	75	50	-33.3%
	Retail Value (Billions of Dollars)	\$0.150	\$0.099	\$0.051	\$0.036	\$0.026	-27.8%
	Average Unit Cost	\$470,093	\$452,264	\$441,954	\$485,029	\$525,594	8.4%
Sailboats*	Total Units Sold	9,300	5,400	4,300	4,600	5,945	29.2%
	Retail Value (Billions of Dollars)	\$0.448	\$0.197	\$0.179	\$0.179	\$0.217	21.4%
	Average Unit Cost	\$48,157	\$36,503	\$41,717	\$38,889	\$36,540	-6.0%
TOTAL NEW BOAT SALES	UNITS	704,820	572,520	517,745	527,005	546,395	3.7%
	TOTAL DOLLARS (BILLIONS)	\$9.289	\$6.847	\$5.857	\$6.058	\$6.799	12.2%
	PERCENT CHANGE UNITS	-16.3%	-18.8%	-9.6%	1.8%	3.7%	
	PERCENT CHANGE DOLLARS	-20.9%	-26.3%	-14.5%	3.4%	12.2%	

<sup>\*</sup>Source: The Sailing Company's Annual Sailing Business Review \*\*Previously reported in the individual power categories

### 3.1.1 Traditional powerboat market

Sales of traditional powerboats (outboard, sterndrive, inboard, and jet boats) were up 10% in 2012, reaching a total of 157,300 units, compared to 142,830 in 2011.

Total dollar sales for the traditional powerboat market in 2012 increased 14% compared to 2011, climbing to \$5.8 billion from \$5.1 billion the previous year.

The average price of a traditional powerboat increased 4% to \$37,140.

**TABLE 3.1.1** 

		2001	2002	2003	2004	2005	2006	2007
Outboard Boats	Total Units Sold	217,800	212,000	207,100	216,600	213,300	204,200	188,700
	Retail Value (Billions of Dollars)	\$2.209	\$2.437	\$2.743	\$2.868	\$3.201	\$3.216	\$3.359
	Average Unit Cost	\$10,144	\$11,495	\$13,244	\$13,239	\$15,006	\$15,748	\$17,798
Inboard Boats—								
Ski/Wakeboard Boats	Total Units Sold	11,100	10,500	11,100	11,600	12,600	13,100	12,000
	Retail Value (Billions of Dollars)	\$0.353	\$0.399	\$0.403	\$0.435	\$0.508	\$0.568	\$0.567
	Average Unit Cost	\$31,763	\$37,982	\$36,332	\$37,533	\$40,297	\$43,386	\$47,234
Inboard Boats—Cruisers	Total Units Sold	10,800	11,800	8,100	8,600	7,800	6,900	6,200
	Retail Value (Billions of Dollars)	\$3.758	\$4.337	\$3.020	\$3.335	\$3.119	\$3.070	\$2.888
	Average Unit Cost	\$348,007	\$367,505	\$372,830	\$387,771	\$399,815	\$444,872	\$465,826
Sterndrive Boats	Total Units Sold	72,000	69,300	69,200	71,100	72,300	67,700	60,400
	Retail Value (Billions of Dollars)	\$2.218	\$2.192	\$2.221	\$2.368	\$2.573	\$2.724	\$2.672
	Average Unit Cost	\$30,802	\$31,634	\$32,097	\$33,306	\$35,592	\$40,237	\$44,238
Jet Boats	Total Units Sold	6,200	5,100	5,600	5,600	6,700	6,200	6,800
	Retail Value (Billions of Dollars)	\$0.119	\$0.108	\$0.115	\$0.130	\$0.168	\$0.152	\$0.189
	Average Unit Cost	\$19,144	\$21,176	\$20,584	\$23,280	\$25,108	\$24,443	\$27,784
TOTAL TRADITIONAL								
POWERBOATS	TOTAL UNITS SOLD	317,900	308,700	301,100	313,500	312,700	298,100	274,100
	PERCENT CHANGE	-9.3%	-2.9%	-2.5%	4.1%	-0.3%	-4.7%	-8.1%
	RETAIL VALUE (BILLIONS)	\$8.657	\$9.472	\$8.502	\$9.136	\$9.569	\$9.729	\$9.674
	PERCENT CHANGE	9.9%	9.4%	-10.2%	7.5%	4.7%	1.7%	-0.6%
	AVERAGE UNIT COST	\$27,231	\$30,685	\$28,238	\$29,143	\$30,600	\$32,638	\$35,295
	PERCENT CHANGE	21.2%	12.7%	-8.0%	3.2%	5.0%	6.7%	8.1%
		2008	2009	2010	2011	2012	% CHANGE	
Outboard Boats	Total Units Sold	151,400	117,500	112,800	115,750	128,800	11.3%	
	Retail Value (Billions of Dollars)	\$2.803	\$2.157	\$1.863	\$2.126	\$2.626	23.5%	
	Average Unit Cost	\$18,513	\$18,356	\$16,517	\$18,369	\$20,387	11.0%	
Inboard Boats—								
Ski/Wakeboard Boats	Total Units Sold	8,900	6,500	5,000	4,850	5,500	13.4%	
	Retail Value (Billions of Dollars)	\$0.449	\$0.348	\$0.287	\$0.297	\$0.375	26.3%	
	Average Unit Cost	\$50,400	\$53,516	\$57,422	\$61,300	\$68,269	11.4%	
Inboard Boats—Cruisers	Total Units Sold	4,200	3,000	2,330	2,040	2,000	-2.0%	
	Retail Value (Billions of Dollars)	\$2.548	\$1.921	\$1.750	\$1.726	\$1.798	4.2%	
	Average Unit Cost	\$606,621	\$640,418	\$750,917	\$845,869	\$898,795	6.3%	
Sterndrive Boats	Total Units Sold	38,500	26,550	18,700	16,890	16,500	-2.3%	
	Retail Value (Billions of Dollars)	\$1.789	\$1.244	\$0.914	\$0.855	\$0.883	3.3%	
	Average Unit Cost	\$46,459	\$46,858	\$48,882	\$50,615	\$53,516	5.7%	
Jet Boats	Total Units Sold	4,900	3,550	3,500	3,300	4,500	36.4%	
	Retail Value (Billions of Dollars)	\$0.138	\$0.106	\$0.115	\$0.112	\$0.160	42.4%	
	Average Unit Cost	\$28,088	\$29,774	\$32,752	\$34,082	\$35,589	4.4%	
TOTAL TRADITIONAL								
POWERBOATS	TOTAL UNITS SOLD	207,900	157,100	142,330	142,830	157,300	10.1%	
	PERCENT CHANGE	-24.2%	-24.4%	-9.4%	0.4%	10.1%		
	RETAIL VALUE (BILLIONS)	\$7.726	\$5.776	\$4.929	\$5.116	\$5.842	14.2%	
	PERCENT CHANGE	-20.1%	-25.2%	-14.7%	3.8%	14.2%		
	AVERAGE UNIT COST	\$37,160	\$36,765	\$34,628	\$35,836	\$37,140	3.7%	
	PERCENT CHANGE	5.3%	-1.1%	-5.8%	3.4%	3.7%		

### 3.2 Annual retail unit sales estimates

546,345 new boats were sold in 2012; kayaks led unit sales followed by outboard boats.

**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
2010	112,800	7,330	18,700	3,500	41,600	4,300	77,100	228,000	24,300	_	517,630	65,100	178,900	29,200
2011	115,750	6,890	16,890	3,300	42,900	4,600	77,800	234,800	24,000	_	526,930	76,200	178,500	26,600
2012	128,800	7,500	16,500	4,500	38,500	5,945	78,600	239,500	26,500	_	546,345	77,400	193,200	26,800

<sup>—</sup> Data not available.

<sup>\*</sup>Sailboats data source: The Sailing Company's Annual Sailing Business Review.

<sup>\*\*</sup>Kayak category added in 2001.
\*\*\*Inflatable boat data added back to the category in 2003.

<sup>†</sup> Total does not include houseboats.

### 5.1 U.S. recreational marine retail expenditures and new boat unit sales

Recreational boating retail expenditures for products and services increased 10% in 2012 to a total of \$35.6 billion, compared to \$32.3 billion in 2011.

546,395 new boats were sold in 2012, up 4% compared to the previous year.

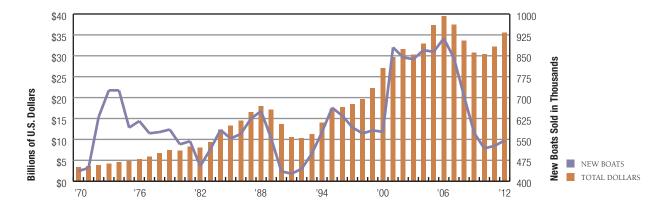
SOURCE: NMMA

**TABLE 5.1** 

IADL	L 0.1				
YEAR	TOTAL DOLLAR (BILLIONS)	S NEW BOATS (THOUSANDS)	YEAR	TOTAL DOLLAR (BILLIONS)	S NEW BOA' (THOUSAN
1970	\$3.440	436.5	1992	\$10.317	444.6
1971	\$3.610	447.5	1993	\$11.254	498.8
1972	\$3.900	631.0	1994	\$14.071	576.2
1973	\$4.245	726.0	1995	\$17.226	663.8
1974	\$4.607	729.0	1996	\$17.753	634.8
1975	\$4.800	592.1	1997	\$18.438	593.0
1976	\$5.333	615.9	1998	\$19.663	571.4
1977	\$5.920	571.8	1999	\$22.321	582.5
1978	\$6.690	576.3	2000	\$27.065	576.8
1979	\$7.500	585.5	2001*	\$29.710	880.3
1980	\$7.370	532.3	2002	\$31.563	844.1
1981	\$8.250	543.5	2003**	\$30.283	837.9
1982	\$8.100	453.7	2004	\$32.953	870.1
1983	\$9.375	514.1	2005	\$37.317	864.4
1984	\$12.340	584.0	2006	\$39.493	912.1
1985	\$13.284	553.3	2007	\$37.416	841.8
1986	\$14.479	569.4	2008	\$33.624	704.8
1987	\$16.500	624.5	2009	\$30.821	572.5
1988	\$17.927	651.8	2010	\$30.434	517.7
1989	\$17.143	552.7	2011	\$32.271	527.0
1990	\$13.731	435.5	2012	\$35.591	546.4
1991	\$10.564	426.8			

<sup>\*</sup>In 2001, kayaks, representing 357,000 units, were added to the market mix.

### **CHART 5.1**



<sup>\*\*</sup>In 2003, inflatables, representing 31,000 units, were added to the market mix.

### 5.2 Retail expenditure estimates for recreational boating

New boat and engine retail sales totaled \$8.9 billion in 2012, an increase of 13% from the previous year.

Pre-owned boat and engine retail sales totaled \$11.7 billion, up 11% compared to 2011.

Retail expenditures for recreational marine products and services in 2012 totaled \$35.6 billion, up 10% from the previous year.

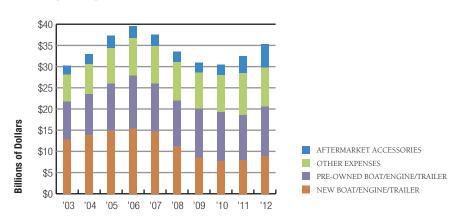
SOURCE: NMMA

**TABLE 5.2** 

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	% CHANGE
New Boats	837,900††	870,100	864,450	912,130	841,820	704,820	572,520	517,745	527,005	546,395	3.7%
Total New Boat Retail Dollars (Billions)	\$10.027	\$10.754	\$11.574	\$11.891	\$11.739	\$9.177	\$6.847	\$5.857	\$6.060	\$6.799	12.2%
Average New Boat Retail Price	\$11,967	\$12,360	\$13,389	\$13,037	\$13,944	\$13,021	\$11,959	\$11,312	\$11,500	\$12,443	8.2%
Pre-owned Boats*	1,006,200	1,006,400	1,032,100	1,004,200	961,800	886,800	953,200	929,900	909,900	969,400	6.5%
Total Pre-owned Boat Dollars (Billions)	\$7.362	\$7.901	\$9.112	\$10.535	\$9.641	\$9.451	\$9.840	\$9.923	\$8.846	\$9.812	10.9%
Average Pre-owned Boat Price	\$7,316	\$7,850	\$8,829	\$10,491	\$10,024	\$10,658	\$10,323	\$10,671	\$9,722	\$10,122	4.1%
New Outboard Engines	305,400	315,300	312,000	301,700	275,500	227,000	180,700	178,900	178,500	193,200	8.2%
Total New Outboard Motor Retail Dollars (Billions)	\$2.555	\$2.879	\$3.155	\$3.255	\$2.689	\$2.071	\$1.659	\$1.722	\$1.794	\$2.057	14.7%
Average New Outboard Motor Retail Price	\$8,365	\$9,131	\$10,112	\$10,790	\$9,761	\$9,125	\$9,178	\$9,624	\$10,052	\$10,649	5.9%
Pre-owned Outboard Engines	520,005	536,862	531,200	515,700	469,100	463,100	504,600	482,985	483,000	518,400	7.3%
Total Pre-owned Outboard Motor Dollars (Billions)	\$1.566	\$1.765	\$1.934	\$1.947	\$1.741	\$1.479	\$1.621	\$1.627	\$1.699	\$1.931	13.7%
Average Pre-owned Outboard Motor Price	\$3,011	\$3,287	\$3,641	\$3,776	\$3,711	\$3,194	\$3,212	\$3,368	\$3,518	\$3,727	5.9%
New Boat Trailers	130,600	133,400	134,100	130,900	126,200	92,400	56,900	65,100	76,200	77,400	1.6%
Total New Boat Trailer Retail Dollars (Billions)	\$0.202	\$0.228	\$0.248	\$0.296	\$0.232	\$0.162	\$0.088	\$0.102	\$0.122	\$0.133	8.6%
Average New Boat Trailer Retail Price	\$1,547	\$1,709	\$1,849	\$2,260	\$1,839	\$1,750	\$1,555	\$1,569	\$1,603	\$1,714	6.9%
Estimated Boat/Motor/Trailer Dollars (Billions)	\$27.711	\$23.526	\$26.023	\$27.925	\$26.042	\$22.341	20.055	\$19.320	\$18.522	\$20.732	11.9%
Estimated Accessory Aftermarket Sales (Billio	ons) \$2.124	\$2.421	\$2.905	\$2.760	\$2.608	\$2.431	\$2.309	\$2.443	\$3.980	\$5.585**	40.3%
SUBTOTAL (Billions)	\$23.834	\$25.947	\$28.928	\$30.685	\$28.650	\$24.772	\$22.364	\$21.674	\$22.502	\$26.318	17.0%
Estimated Other (fuel, finance, insurance,											
docking, maintenance, etc.) (Billions)	\$6.448	\$7.006	\$8.389	\$8.808	\$8.842	\$9.038	\$8.457	\$8.760	\$9.769	\$9.273	-5.1%
TOTAL EXPENDITURES (Billions)	\$30.283	\$32.953	\$37.317	\$39.493	\$37.492	\$33.809	\$30.821	\$30.434	\$32.271	\$35.591	10.3%
PERCENT CHANGE	-4.5%	8.8%	13.2%	5.8%	-5.1%	-9.8%	-17.8%	-1.3%	6.0%	10.3%	
TOTAL NEW BOAT EXPENDITURES (Billions)	\$12.581	\$13.633	\$14.729	\$15.147	\$14.428	\$11.249	\$8.505	\$7.579	\$7.855	\$8.856	12.8%
PERCENT CHANGE	-6.3%	8.4%	8.0%	2.8%	-4.7%	-22.0%	-24.4%	-10.9%	3.6%	12.8%	
PERCENT EXPENDITURES	58.5%	58.5%	57.1%	54.8%	55.9%	50.7%	42.6%	39.6%	42.7%	43.0%	
PRE-OWNED EXPENDITURES (Billions)	\$8.927	\$9.665	\$11.046	\$12.482	\$11.382	\$10.930	\$11.461	\$11.550	\$10.545	\$11.743	11.4%
PERCENT CHANGE	-6.1%	8.3%	14.3%	13.0%	-8.8%	-12.4%	4.9%	0.8%	-8.7%	11.4%	
PERCENT EXPENDITURES	41.5%	41.5%	42.9%	45.2%	44.1%	49.3%	57.4%	60.4%	57.3%	57.0%	

<sup>\*</sup>Outboard, sterndrive, inboard, PWC, jet boat and sail. #flncludes 30,500 inflatables not previously reported.

### **CHART 5.2**



<sup>\*\*2012</sup> spending estimates are not directly comparable to 2011 (2011 spending estimates were collected in total, while 2012 amounts were collected individually by accessory then totaled).

### 5.3 Traditional powerboat sales by market segment

Retail sales for both new and pre-owned boats in the traditional powerboat market (outboard, inboard, sterndrive and jet boats) totaled \$14.8 billion in 2012, a 13% increase compared to 2011. The increase was led by sales of both new and pre-owned traditional powerboats, which were up 14% and 12%, respectively. In dollar value, new boats accounted for 40% of traditional powerboat sales in 2012, a 1% increase from the previous year.

New boats accounted for 16% of traditional powerboat unit sales in 2012. Sales of new traditional powerboats totaled 157,350 units, compared to 142,830 units in 2011.

SOURCE: NMMA

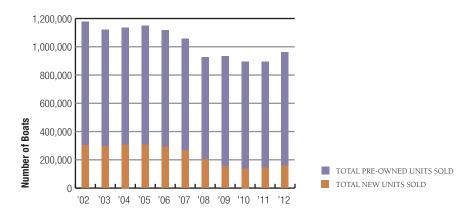
### **TABLE 5.3**

NEW BOAT SALES	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	% CHANGE
Outboard Boats												
Total Units Sold	212,000	207,100	216,600	213,300	204,200	188,700	151,400	117,500	112,800	115,750	128,800	11.3%
Retail Value (Billions)	\$2.437	\$2.743	\$2.868	\$3.201	\$3.216	\$3.359	\$2.803	\$2.157	\$1.973	\$2.126	\$2.626	23.5%
Average Unit Cost	\$11,495	\$13,244	\$13,239	\$15,006	\$15,748	\$17,798	\$18,513	\$18,356	\$17,492	\$18,369	\$20,387	11.0%
Inboard Boats—Ski/Wakeboard B	oats											
Total Units Sold	10,500	11,100	11,600	12,600	13,100	12,000	8,900	6,500	5,000	4,850	5,500	13.4%
Retail Value (Billions)	\$0.399	\$0.403	\$0.435	\$0.508	\$0.568	\$0.567	\$0.449	\$0.348	\$0.287	\$0.297	\$0.375	26.4%
Average Unit Cost	\$37,982	\$36,332	\$37,533	\$40,297	\$43,386	\$47,234	\$50,403	\$53,519	\$57,423	\$61,300	\$68,269	11.4%
Inboard Boats—Cruisers												
Total Units Sold	11,800	8,100	8,600	7,800	6,900	6,200	4,200	3,000	2,330	2,040	2,000	-2.0%
Retail Value (Billions)	\$4.337	\$3.020	\$3.335	\$3.119	\$3.070	\$2.888	\$2.548	\$1.921	\$1.750	\$1.726	\$1.798	4.1%
Average Unit Cost	\$367,505	\$372,830	\$387,771	\$399,815	\$444,872	\$465,826	\$606,621	\$640,418	\$750,917	\$845,869	\$898,795	6.3%
Sterndrive Boats												
Total Units Sold	69,300	69,200	71,100	72,300	67,700	60,400	38,500	26,550	18,700	16,890	16,550	-2.0%
Retail Value (Billions)	\$2.192	\$2.221	\$2.368	\$2.573	\$2.724	\$2.672	\$1.789	\$1.244	\$0.877	\$0.857	\$0.884	3.1%
Average Unit Cost	\$31,634	\$32,097	\$33,306	\$35,592	\$40,237	\$44,237	\$46,459	\$46,859	\$46,894	\$50,731	\$53,397	5.3%
Jet Boats												
Total Units Sold	5,100	5,600	5,600	6,700	6,200	6,800	4,900	3,550	3,500	3,300	4,500	36.4%
Retail Value (Billions)	\$0.108	\$0.115	\$0.130	\$0.168	\$0.152	\$0.189	\$0.138	\$0.106	\$0.115	\$0.112	\$0.160	43.0%
Average Unit Cost	\$21,176	\$20,584	\$23,280	\$25,108	\$24,443	\$27,784	\$28,088	\$29,774	\$32,752	\$34,082	\$35,589	4.4%
TOTAL NEW UNITS SOLD	308,700	301,100	313,500	312,700	298,100	274,100	207,900	157,100	142,330	142,830	157,350	10.2%
PERCENT CHANGE	-2.9%	-2.5%	4.1%	-0.3%	-4.7%	-8.1%	-24.2%	-24.4%	-9.4%	0.4%	10.2%	
TOTAL RETAIL VALUE NEW	\$9.472	\$8.502	\$9.136	\$9.569	\$9.729	\$9.674	\$7.726	\$5.776	\$5.001	\$5.118	\$5.843	14.2%
PERCENT CHANGE	9.4%	-10.2%	7.5%	4.7%	1.7%	-0.6%	-20.1%	-25.3%	-13.4%	2.3%	14.2%	
TOTAL NEW UNITS SOLD	303,600	295,500	307,900	312,700	298,100	274,100	207,900	153,550	142,330	142,830	157,350	
TOTAL PRE-OWNED UNITS SOLD	873,338	827,105	828,555	855,785	838.800	801,400	734,932	780,300	767,900	751,400	805,600	

### **TABLE 5.3 Continued**

PRE-OWNED BOAT SALES	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	% CHANGE
Outboard Boats												
Total Units Sold	608,908	575,060	589,884	611,100	590,800	571,500	519,300	565,800	541,600	541,600	583,400	7.7%
Retail Value (Billions)	\$1.721	\$2.069	\$2.163	\$2.853	\$2.855	\$2.498	\$2.403	\$2.596	\$2.236	\$3.482	\$4.163	19.6%
Average Unit Cost	\$2,826	\$3,598	\$3,667	\$4,669	\$4,832	\$4,371	\$4,628	\$4,589	\$4,129	\$6,429	\$7,136	11.0%
Inboard Boats												
Total Units Sold	50,585	49,633	46,507	47,500	46,900	45,800	40,600	39,300	39,100	41,200	38,300	-7.0%
Retail Value (Billions)	\$3.572	\$2.582	\$2.844	\$3.956	\$4.219	\$2.945	\$3.467	\$3.547	\$3.879	\$2.298	\$2.429	5.7%
Average Unit Cost	\$70,620	\$52,030	\$61,156	\$83,278	\$89,948	\$64,297	\$85,394	\$90,251	\$99,209	\$55,767	\$63,407	13.7%
Sterndrive Boats												
Total Units Sold	213,845	202,412	192,164	186,300	189,600	172,800	164,600	175,200	175,800	156,900	171,000	9.0%
Retail Value (Billions)	\$1.654	\$1.676	\$1.786	\$2.171	\$2.409	\$1.991	\$2.187	\$2.348	\$2.458	\$2.129	\$2.253	5.8%
Average Unit Cost	\$7,734	\$8,278	\$9,296	\$11,651	\$12,708	\$11,522	\$13,287	\$13,401	\$13,980	\$13,569	\$13,178	-2.9%
Jet Boats												
Total Units Sold	12,002	10,161	10,462	10,885	11,500	11,300	10,432	11,700	11,400	11,700	12,900	10.3%
Retail Value (Billions)	\$0.111	\$0.095	\$0.102	\$0.113	\$0.135	\$0.146	\$0.142	\$0.160	\$0.156	\$0.065	\$0.075	15.2%
Average Unit Cost	\$9,255	\$9,390	\$9,744	\$10,413	\$11,772	\$12,942	\$13,592	\$13,709	\$13,719	\$5,556	\$5,806	4.5%
TOTAL PRE-OWNED UNITS SOLD	885,340	837,266	839,017	855,785	838,800	801,400	734,932	792,000	767,900	751,400	805,600	7.2%
PERCENT CHANGE	1.5%	-5.4%	0.2%	2.0%	-2.0%	-4.5%	-8.3%	7.8%	-3.0%	-5.1%	7.2%	
TOTAL PRE-OWNED VALUE (Billion	ıs) \$7.058	\$6.423	\$6.896	\$9.093	\$9.618	\$7.580	\$8.199	\$8.652	\$8.730	\$7.974	\$8.920	11.9%
PERCENT CHANGE	8.2%	-9.0%	7.4%	31.9%	5.8%	-21.2%	8.2%	5.5%	0.9%	-7.8%	11.9%	
TOTAL UNITS SOLD	1,194,040	1,138,366	1,152,517	1,168,485	1,136,900	1,075,500	942,832	933,850	910,230	894,230	962,950	7.7%
PERCENT CHANGE	0.3%	-4.7%	1.2%	1.4%	-2.7%	-5.4%	-12.3%	0.7%	-2.5%	-1.8%	7.7%	
TOTAL VALUE (Billions)	\$16.530	\$14.925	\$16.032	\$18.661	\$19.348	\$17.254	\$15.925	\$14.161	\$13.731	\$13.092	\$14.763	12.8%
PERCENT CHANGE	8.9%	-9.7%	7.4%	16.4%	3.7%	-10.8%	-7.7%	-9.5%	-3.0%	-4.7%	12.8%	
TOTAL NEW UNITS SOLD	303,600	295,500	307,900	312,700	298,100	274,100	207,900	153,550	142,330	142,830	157,350	
TOTAL PRE-OWNED UNITS SOLD	873,338	827,105	828,555	855,785	838,800	801,400	734,932	780,300	767,900	751,400	805,600	

### **CHART 5.3**



### 5.6 Distribution of new powerboat, engine, trailer and accessory purchases by state

Collectively, new power boats, outboard engines, boat trailers and aftermarket accessories expenditures totaled \$14.1 billion in 2012, up 22% from the previous year. Florida once again ranked first in total expenditures for new powerboats, engines, trailers and accessories. Spending in Florida during 2012 increased 15% compared to the previous year.

**TABLE 5.6** 

ABLE 3.0											
STATE	RANK	NEW POWERBOATS	OUTBOARD ENGINES	BOAT TRAILERS	AFTERMARKET ACCESSORIES	TOTAL EXPENDITURES	% CHANGE	2011 TOTAL EXPENDITURES	2010 TOTAL EXPENDITURES	2009 TOTAL EXPENDITURES	
AL	10	\$157,868,676	\$63,180,431	\$4,499,001	\$187,815,061	\$413,363,169	24.1%	\$332,968,042	\$256,066,944	\$300,135,140	
AK	33	\$69,259,113	\$31,602,425	\$630,498	\$28,064,388	\$129,556,424	-0.5%	\$130,268,850	\$117,663,507	\$117,578,219	
AZ	41	\$37,802,745	\$9,408,427	\$919,737	\$38,494,527	\$86,625,436	7.0%	\$80,975,042	\$72,738,952	\$89,716,556	
AR	21	\$105,587,610	\$38,801,771	\$3,159,863	\$131,983,412	\$279,532,656	39.2%	\$200,870,584	\$168,729,158	\$170,956,084	
CA	11	\$168,016,404	\$59,143,550	\$3,234,903	\$136,621,354	\$367,016,212	17.3%	\$312,980,668	\$310,262,319	\$417,176,557	
CO	39	\$40,578,169	\$9,204,583	\$870,404	\$36,410,792	\$87,063,948	17.5%	\$74,091,018	\$70,327,111	\$83,068,955	
CT	35	\$65,906,491	\$14,856,315	\$976,209	\$41,519,324	\$123,258,340	7.9%	\$114,279,108	\$110,186,051	\$106,701,744	
DE	9	\$410,178,825	\$9,612,131	\$1,183,167	\$60,775,924	\$481,750,047	25.2%	\$384,643,294	\$343,743,963	\$330,044,691	
DC	51	\$3,350,105	\$1,273,437	\$29,959	\$1,304,398	\$5,957,899	68.1%	\$3,543,553	\$8,744,647	\$9,916,466	
FL	1	\$852,343,877	\$308,815,471	\$12,158,843	\$518,594,472	\$1,691,912,678	14.9%	\$1,472,842,934	\$1,094,727,825	\$1,190,633,848	
GA	13	\$143,487,747	\$48,825,673	\$3,574,072	\$149,495,898	\$345,383,391	13.5%	\$304,240,349	\$248,206,545	\$270,121,508	
HI	49	\$11,433,368	\$8,477,666	\$132,681	\$5,724,864	\$25,768,579	16.7%	\$22,073,599	\$14,233,933	\$17,832,431	
ID	36	\$81,791,120	\$7,266,034	\$758,275	\$33,277,129	\$123,092,559	27.0%	\$96,905,789	\$96,202,073	\$114,263,517	
IL	15	\$134,972,983	\$51,234,771	\$3,420,710	\$143,412,857	\$333,041,322	24.4%	\$267,676,121	\$245,883,649	\$233,742,291	
IN	25	\$83,823,518	\$32,948,132	\$2,512,740	\$104,849,062	\$224,133,451	26.6%	\$176,976,950	\$145,454,129	\$144,688,461	
IA	29	\$62,008,066	\$27,367,892	\$1,671,414	\$69,873,879	\$160,921,252	4.6%	\$153,827,180	\$119,032,241	\$130,235,558	
KS	43	\$28,249,276	\$9,620,772	\$707,639	\$29,600,178	\$68,177,864	12.8%	\$60,447,728	\$58,461,280	\$55,473,784	
KY	28	\$66,369,184	\$29,779,599	\$1,967,404	\$82,096,230	\$180,212,417	24.9%	\$144,331,103	\$127,937,841	\$127,889,623	
LA	7	\$167,220,020	\$110,133,363	\$5,227,031	\$218,320,916	\$500,901,331	12.0%	\$447,345,940	\$360,634,959	\$370,073,670	
ME	30	\$85,731,231	\$13,944,908	\$1,222,400	\$52,338,022	\$153,236,561	32.1%	\$116,010,887	\$84,469,137	\$91,398,618	
MD	24	\$119,942,857	\$35,396,946	\$1,806,657	\$76,852,668	\$233,999,128	44.4%	\$162,080,553	\$183,255,626	\$181,077,953	
MA	26	\$107,619,599	\$29,318,705	\$1,342,247	\$57,639,968	\$195,920,518	14.0%	\$171,889,664	\$163,594,867	\$161,268,089	
MI	3	\$256,201,288	\$80,098,691	\$7,215,771	\$301,977,748	\$645,493,497	42.1%	\$454,154,038	\$350,805,956	\$317,220,411	
MN	4	\$184,706,643	\$96,533,681	\$6,368,039	\$265,728,290	\$553,336,653	34.4%	\$411,761,958	\$288,620,438	\$305,264,953	
MS	27	\$64,263,231	\$29,229,603	\$2,044,711	\$85,317,707	\$180,855,252	31.9%	\$137,118,675	\$112,550,306	\$135,511,040	
MO	16	\$130,578,609	\$46,215,211	\$3,578,408	\$149,900,393	\$330,272,622	27.5%	\$259,035,906	\$204,116,434	\$209,656,295	
MT	38	\$43,777,951	\$10,317,903	\$872,024	\$36,786,074	\$91,753,952	43.6%	\$63,890,372	\$71,798,988	\$73,418,386	
NE	40	\$34,062,684	\$10,925,598	\$976,611	\$40,752,631	\$86,717,524	28.5%	\$67,483,519	\$49,086,854	\$49,095,062	
NV	45	\$22,487,615	\$4,752,548	\$447,078	\$18,826,168	\$46,513,409	17.7%	\$39,506,686	\$33,978,331	\$40,640,886	
NH	32	\$66,377,360	\$5,935,726	\$1,454,612	\$60,923,374	\$134,691,072	31.2%	\$102,673,304	\$78,646,789	\$84,328,081	
NJ	22	\$122,498,581	\$25,016,301	\$2,475,759	\$104,231,394	\$254,222,035	11.5%	\$228,046,696	\$183,044,985	\$225,790,951	
NM	50	\$9,226,453	\$2,732,652	\$273,176	\$11,383,601	\$23,615,883	-4.2%	\$24,663,552	\$24,402,156	\$29,009,706	
NY	5	\$254,198,379	\$65,018,904	\$5,077,071	\$213,918,530	\$538,212,884	20.3%	\$447,510,648	\$401,353,400	\$381,176,600	
NC	8	\$208,884,180	\$77,243,858	\$4,784,640	\$200,137,711	\$491,050,390	21.9%	\$402,817,530	\$360,880,243	\$395,370,300	
ND	34	\$40,865,436	\$24,479,068	\$1,361,902	\$56,780,212	\$123,486,617	67.9%	\$73,556,435	\$56,534,332	\$53,741,728	
ОН	14	\$152,956,649	\$37,583,148	\$3,545,737	\$148,762,797	\$342,848,331	10.8%	\$309,481,556	\$234,697,853	\$222,390,573	
OK	23	\$100,811,268	\$27,628,353	\$2,684,876	\$112,050,197	\$243,174,695	8.7%	\$223,727,699	\$190,262,904	\$205,166,330	
OR	31	\$68,340,763	\$23,918,338	\$1,167,114	\$49,642,436	\$143,068,651	3.6%	\$138,054,684	\$135,772,831	\$148,255,108	
PA	20	\$124,932,511	\$37,894,279	\$2,970,459	\$124,650,307	\$290,447,556	16.0%	\$250,360,433	\$226,281,490	\$202,295,555	
RI	44	\$43,646,633	\$5,275,596	\$321,530	\$14,349,910	\$63,593,669	45.7%	\$43,655,948	\$48,565,937	\$56,497,085	
SC	12	\$142,252,495	\$61,099,241	\$3,506,113	\$146,719,913	\$353,577,762	32.2%	\$267,542,308	\$221,098,219	\$242,111,968	
SD	37	\$35,381,687	\$16,610,183	\$1,042,173	\$43,512,663	\$96,546,707	65.7%	\$58,279,381	\$44,446,263	\$41,850,836	
TN	17	\$128,741,854	\$48,033,918	\$3,440,447	\$143,787,648	\$324,003,866	23.4%	\$262,668,372	\$223,780,369	\$232,938,784	
TX	2	\$501,219,678	\$169,814,997	\$12,265,865	\$512,617,661	\$1,195,918,200	21.8%	\$981,932,819	\$812,074,612	\$906,038,110	
UT	42	\$36,945,873	\$6,033,397	\$756,570	\$31,639,202	\$75,375,042	74.7%	\$43,151,986	\$50,728,918	\$57,745,051	
VT	48	\$15,058,817	\$2,036,002	\$317,615	\$13,319,371	\$30,731,805	7.6%	\$28,570,942	\$23,247,514	\$23,292,739	
VA	19	\$127,379,465	\$50,461,882	\$2,850,964	\$119,558,888	\$300,251,199	35.6%	\$221,348,291	\$249,131,697	\$274,064,987	
WA	18	\$172,404,782	\$52,125,863	\$2,261,804	\$97,190,239	\$323,982,688	13.6%	\$285,305,783	\$298,995,512	\$338,733,741	
WV	46	\$15,326,387	\$8,666,356	\$401,629	\$16,820,334	\$41,214,706	-27.3%	\$56,700,690	\$43,434,300	\$47,219,492	
WI	6	\$189,450,053	\$77,732,849	\$5,888,969	\$246,016,649	\$519,088,519	37.4%	\$377,729,730	\$292,112,414	\$298,150,574	
WY	47	\$17,198,812	\$3,854,514	\$306,080	\$12,950,625	\$34,310,030	46.9%	\$23,353,099	\$20,086,099	\$26,409,205	
TOTAL	.,	\$6,313,717,120	\$2,057,481,666	\$132,663,600	\$5,585,318,000	\$14,089,180,400	22.4%	\$11,515,352,000	\$9,731,092,900	\$10,337,378,300	

**TABLE 5.6 Continued** 

STATE	RANK	2008 TOTAL EXPENDITURES	2007 TOTAL Expenditures	2006 TOTAL EXPENDITURES	2005 TOTAL EXPENDITURES	2004 TOTAL Expenditures
AL	10	\$342,283,089	\$421,181,197	\$379,779,003	\$320,815,523	\$274,733,046
AK	33	\$135,584,790	\$150,048,109	\$178,048,741	\$152,351,582	\$135,912,569
AZ	41	\$148,159,057	\$226,179,090	\$229,892,300	\$230,535,401	\$158,670,740
AR	21	\$178,512,478	\$218,648,739	\$202,286,108	\$181,625,252	\$200,610,874
CA	11	\$594,740,334	\$976,879,799	\$1,210,422,380	\$1,274,045,713	\$1,201,149,368
CO	39	\$105,251,445	\$121,633,176	\$115,234,154	\$105,555,917	\$104,450,509
CT	35	\$173,545,265	\$205,247,490	\$210,873,146	\$228,487,019	\$221,531,087
DE	9	\$443,141,606	\$304,048,064	\$246,943,400	\$256,691,940	\$224,863,762
OC	51	\$9,167,095	\$9,687,430	\$10,641,826	\$23,570,046	\$8,182,172
FL	1	\$1,554,567,646	\$2,129,295,749	\$2,427,156,555	\$2,484,174,983	\$2,113,882,354
GA	13	\$334,998,330	\$463,986,204	\$488,408,187	\$417,955,532	\$413,191,188
HI	49	\$22,990,403	\$50,433,321	\$45,489,781	\$42,286,520	\$33,008,483
ID	36	\$139,797,107	\$176,073,703	\$190,857,459	\$176,204,726	\$166,726,128
L	15	\$301,379,169	\$359,228,332	\$369,072,235	\$392,299,741	\$363,895,634
IN	25	\$185,777,552	\$218,912,270	\$203,482,442	\$199,440,112	\$215,951,491
IA	29	\$125,808,954	\$157,155,134	\$162,357,469	\$141,847,752	\$144,607,806
KS	43	\$78,021,350	\$79,768,989	\$80,366,527	\$74,141,247	\$75,999,901
KY	28	\$154,416,486	\$177,201,715	\$178,891,445	\$162,034,486	\$163,555,826
LA	7	\$433,158,917	\$469,494,655	\$459,211,104	\$354,484,171	\$324,799,791
ME	30	\$119,821,330	\$167,075,708	\$189,115,260	\$221,220,733	\$96,835,257
MD	24	\$248,503,250	\$340,947,731	\$349,687,968	\$407,586,400	\$382,044,528
MA	26	\$220,717,438	\$256,920,248	\$293,757,293	\$317,684,088	\$314,217,830
MI	3	\$373,203,140	\$476,329,790	\$495,140,118	\$525,545,415	\$526,266,249
MN	4	\$382,032,670	\$448,913,366	\$510,548,845	\$520,251,462	\$583,732,570
MS	27	\$158,867,633	\$190,983,007	\$195,215,256	\$136,005,211	\$125,840,643
MO 0N	16	\$266,948,621	\$335,679,518	\$349,638,027	\$354,318,070	\$352,164,122
MT	38	\$93,115,472	\$96,665,995	\$86,036,319	\$69,801,779	\$69,752,160
VE.	40	\$61,481,507	\$60,375,119	\$60,809,769	\$56,711,862	\$55,872,522
VV	45	\$63,308,103	\$99,008,200	\$115,475,676	\$111,190,743	\$80,052,420
NH	32	\$87,894,305	\$139,981,779	\$152,705,066	\$158,515,542	\$162,327,076
NJ	22	\$297,037,953	\$347,517,879	\$414,715,749	\$426,586,762	\$416,644,971
VM MV	50	\$39,489,255	\$347,317,679	\$93,832,889		\$51,724,743
VIVI	5				\$73,147,266	
		\$509,727,145	\$600,366,673	\$600,665,222	\$665,420,248	\$629,972,701
VC	8	\$504,277,454	\$664,855,846	\$649,032,985	\$625,305,547	\$518,796,961
ND OLL	34	\$57,535,995	\$52,466,607	\$51,143,586	\$46,407,000	\$49,904,771
OH.	14	\$266,070,874	\$302,039,178	\$307,353,609	\$305,447,031	\$308,015,511
OK OD	23	\$231,771,374	\$220,344,084	\$213,309,246	\$185,742,059	\$257,532,885
)R	31	\$182,273,601	\$277,760,057	\$311,716,837	\$328,453,018	\$404,682,021
PA	20	\$235,249,667	\$251,421,990	\$260,077,883	\$293,208,890	\$245,311,048
31	44	\$60,218,618	\$88,734,532	\$93,915,874	\$114,707,947	\$122,675,820
SC	12	\$336,422,777	\$465,078,700	\$437,921,292	\$409,443,784	\$310,705,802
SD	37	\$53,470,054	\$46,915,258	\$44,908,835	\$42,121,415	\$47,766,684
ΓN	17	\$290,762,564	\$375,850,357	\$365,196,435	\$308,685,654	\$305,274,531
ГХ	2	\$1,060,294,537	\$1,145,897,153	\$1,050,933,023	\$989,164,242	\$830,337,851
JT	42	\$87,164,627	\$119,682,320	\$109,692,937	\$84,482,110	\$65,478,547
/T	48	\$23,738,943	\$32,609,451	\$32,270,993	\$32,171,621	\$32,210,226
<b>/</b> A	19	\$322,885,615	\$437,542,631	\$443,606,722	\$431,192,484	\$397,038,594
WA	18	\$402,881,675	\$555,993,293	\$597,583,718	\$638,026,034	\$576,657,939
WV	46	\$54,334,123	\$53,388,485	\$49,919,056	\$48,384,579	\$39,249,052
WI	6	\$361,366,391	\$458,766,451	\$473,544,724	\$469,768,096	\$471,686,101
WY	47	\$33,682,419	\$30,990,307	\$29,036,377	\$22,595,666	\$21,188,495
TOTAL		\$12,947,850,200	\$16,090,939,900	\$16,817,921,853	\$16,637,840,420	\$15,397,683,358

### 6.1 U.S. state recreational boat registrations

Boat registrations declined 1.8% in 2011, falling to a total of 12.1 million. Historically, registrations have fluctuated, typically varying within the 2% range as registration renewal deadlines vary by state.

Registrations at the state level fluctuated widely in 2011. Among the top 20 states, Georgia and lowa represented the extremes, down 9% and up 9%, respectively. Compared to 2010 registrations at the state level were down 4% on average.

SOURCE: USCG/NMMA

**TABLE 6.1** 

sippi rri na ka ampshire ersey exico ork Carolina Dakota ma Island Carolina Dakota ssee	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658 229,454 195,636 359,525 41,224 382,072 51,226 256,670 621,244 79,586 33,988 240,509 260,335 63,061 575,920 27,221	199,037 325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276 228,064 194,691 357,729 42,474 383,971 52,066 259,235 624,390 78,887 33,931 243,590 266,717 54,358 619,124 28,322	201,457 326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048 229,778 197,591 355,235 43,007 380,314 53,469 261,636 619,088 76,178 33,260 241,993 265,773 58,717 610,800 25,725	209,216 326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938 206,049 190,119 354,079 43,671 397,458 51,604 261,465 616,779 74,293 32,498 242,642 266,056 63,504 605,467 25,897	208,466 326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375 216,913 187,640 349,159 43,656 416,763 53,038 267,567 614,616 75,635 32,756 245,073 267,793 50,061 639,198 26,270	179,433 324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256 216,556 186,497 344,190 43,375 436,075 53,430 271,687 595,934 76,481 32,090 248,091 270,627 57,422 635,751 26,296	180,356 321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228 223,758 184,147 342,427 43,665 442,040 53,570 274,914 599,567 76,921 31,482 251,440 270,789 63,064 617,366 26,956 71,579	191,312 322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586 196,052 180,063 338,316 42,524 436,844 56,604 271,475 597,428 73,009 30,429 249,312 264,393 49,930 634,546 27,243	194,016 314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877 205,079 180,552 337,747 42,519 435,528 60,094 269,361 622,184 72,419 30,480 249,235 269,845 57,415 626,304 27,955	156,216 297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710 209,457 177,634 365,872 45,930 435,491 56,624 266,185 596,830 70,321 30,315 245,940 237,921 64,510 615,335 28,249	156,743 302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696 199,337 171,983 331,590 40,989 447,745 56,615 259,904 577,174 68,427 28,807 242,473 234,543 51,752 628,743 28,164	0.3% 1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5% -4.8% -3.2% -9.4% -10.8% 2.8% 0.0% -2.4% -3.3% -2.7% -5.0% -1.4% -19.8% 2.2% -0.3%
sippi iri na aka ampshire ersey eexico ork Carolina Dakota ma n divania Island Carolina Dakota ssee	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658 229,454 195,636 359,525 41,224 382,072 51,226 256,670 621,244 79,586 33,988 240,509 260,335 63,061	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276 228,064 194,691 357,729 42,474 383,971 52,066 259,235 624,390 78,887 33,931 243,590 266,717 54,358	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048 229,778 197,591 355,235 43,007 380,314 53,469 261,636 619,088 76,178 33,260 241,993 265,773 58,717	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938 206,049 190,119 354,079 43,671 397,458 51,604 261,465 616,779 74,293 32,498 242,642 266,056 63,504	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375 216,913 187,640 349,159 43,656 416,763 53,038 267,567 614,616 75,635 32,756 245,073 267,793 50,061	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256 216,556 186,497 344,190 43,375 436,075 53,430 271,687 595,934 76,481 32,090 248,091 270,627 57,422	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228 223,758 184,147 342,427 43,665 442,040 53,570 274,914 599,567 76,921 31,482 251,440 270,789 63,064	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586 196,052 180,063 338,316 42,524 436,844 56,604 271,475 597,428 73,009 30,429 249,312 264,393 49,930	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877 205,079 180,552 337,747 42,519 435,528 60,094 269,361 622,184 72,419 30,480 249,235 269,845 57,415	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710 209,457 177,634 365,872 45,930 435,491 56,624 266,185 596,830 70,321 30,315 245,940 237,921 64,510	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696 199,337 171,983 331,590 40,989 447,745 56,615 259,904 577,174 68,427 28,807 242,473 234,543 51,752	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5% -4.8% -3.2% -9.4% -10.8% 2.8% 0.0% -2.4% -3.3% -2.7% -5.0% -1.4% -19.8%
sippi iri na aka ampshire ersey eexico ork Carolina Dakota ma n divania Island Carolina Dakota ssee	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658 229,454 195,636 359,525 41,224 382,072 51,226 256,670 621,244 79,586 33,988 240,509 260,335 63,061	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276 228,064 194,691 357,729 42,474 383,971 52,066 259,235 624,390 78,887 33,931 243,590 266,717 54,358	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048 229,778 197,591 355,235 43,007 380,314 53,469 261,636 619,088 76,178 33,260 241,993 265,773 58,717	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938 206,049 190,119 354,079 43,671 397,458 51,604 261,465 616,779 74,293 32,498 242,642 266,056 63,504	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375 216,913 187,640 349,159 43,656 416,763 53,038 267,567 614,616 75,635 32,756 245,073 267,793 50,061	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256 216,556 186,497 344,190 43,375 436,075 53,430 271,687 595,934 76,481 32,090 248,091 270,627 57,422	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228 223,758 184,147 342,427 43,665 442,040 53,570 274,914 599,567 76,921 31,482 251,440 270,789 63,064	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586 196,052 180,063 338,316 42,524 436,844 56,604 271,475 597,428 73,009 30,429 249,312 264,393 49,930	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877 205,079 180,552 337,747 42,519 435,528 60,094 269,361 622,184 72,419 30,480 249,235 269,845 57,415	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710 209,457 177,634 365,872 45,930 435,491 56,624 266,185 596,830 70,321 30,315 245,940 237,921 64,510	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696 199,337 171,983 331,590 40,989 447,745 56,615 259,904 577,174 68,427 28,807 242,473 234,543 51,752	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5% -4.8% -3.2% -9.4% -10.8% 2.8% 0.0% -2.4% -3.3% -2.7% -5.0% -1.4% -19.8%
sippi rri na ka a ampshire ersey exico orrk Carolina Dakota ma n carolina Dakota see	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658 229,454 195,636 359,525 41,224 382,072 51,226 256,670 621,244 79,586 33,988 240,509 260,335	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276 228,064 194,691 357,729 42,474 383,971 52,066 259,235 624,390 78,887 33,931 243,590 266,717	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048 229,778 197,591 355,235 43,007 380,314 53,469 261,636 619,088 76,178 33,260 241,993 265,773	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938 206,049 190,119 354,079 43,671 397,458 51,604 261,465 616,779 74,293 32,498 242,642 266,056	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375 216,913 187,640 349,159 43,656 416,763 53,038 267,567 614,616 75,635 32,756 245,073 267,793	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256 216,556 186,497 344,190 43,375 436,075 53,430 271,687 595,934 76,481 32,090 248,091 270,627	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228 223,758 184,147 342,427 43,665 442,040 53,570 274,914 599,567 76,921 31,482 251,440 270,789	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586 196,052 180,063 338,316 42,524 436,844 56,604 271,475 597,428 73,009 30,429 249,312 264,393	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877 205,079 180,552 337,747 42,519 435,528 60,094 269,361 622,184 72,419 30,480 249,235 269,845	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710 209,457 177,634 365,872 45,930 435,491 56,624 266,185 596,830 70,321 30,315 245,940 237,921	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696 199,337 171,983 331,590 40,989 447,745 56,615 259,904 577,174 68,427 28,807 242,473 234,543	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5% -4.8% -3.2% -9.4% -10.8% 0.0% -2.4% -3.3% -2.7% -5.0% -1.4%
sippi rri na ka a ampshire ersey exico orrk Carolina Dakota ma l rlvania Island Carolina Dakota see	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658 229,454 195,636 359,525 41,224 382,072 51,226 256,670 621,244 79,586 33,988 240,509	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276 228,064 194,691 357,729 42,474 383,971 52,066 259,235 624,390 78,887 33,931	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048 229,778 197,591 355,235 43,007 380,314 53,469 261,636 619,088 76,178 33,260	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938 206,049 190,119 354,079 43,671 397,458 51,604 261,465 616,779 74,293 32,498	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375 216,913 187,640 349,159 43,656 416,763 53,038 267,567 614,616 75,635 32,756	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256 216,556 186,497 344,190 43,375 436,075 53,430 271,687 595,934 76,481 32,090	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228 223,758 184,147 342,427 43,665 442,040 53,570 274,914 599,567 76,921 31,482	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586 196,052 180,063 338,316 42,524 436,844 56,604 271,475 597,428 73,009 30,429	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877 205,079 180,552 337,747 42,519 435,528 60,094 269,361 622,184 72,419 30,480	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710 209,457 177,634 365,872 45,930 435,491 56,624 266,185 596,830 70,321 30,315	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696 199,337 171,983 331,590 40,989 447,745 56,615 259,904 577,174 68,427 28,807	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5% -4.8% -3.2% -9.4% -10.8% 2.8% 0.0% -2.4% -3.3% -2.7% -5.0%
sippi rri na ka a ampshire ersey exico ork Carolina Dakota ma n lsland Carolina Dakota See	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658 229,454 195,636 359,525 41,224 382,072 51,226 256,670 621,244 79,586 33,988	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276 228,064 194,691 357,729 42,474 383,971 52,066 259,235 624,390 78,887	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048 229,778 197,591 355,235 43,007 380,314 53,469 261,636 619,088 76,178	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938 206,049 190,119 354,079 43,671 397,458 51,604 261,465 616,779 74,293	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375 216,913 187,640 349,159 43,656 416,763 53,038 267,567 614,616 75,635	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256 216,556 186,497 344,190 43,375 436,075 53,430 271,687 595,934 76,481	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228 223,758 184,147 342,427 43,665 442,040 53,570 274,914 599,567 76,921	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586 196,052 180,063 338,316 42,524 436,844 56,604 271,475 597,428 73,009	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877 205,079 180,552 337,747 42,519 435,528 60,094 269,361 622,184 72,419	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710 209,457 177,634 365,872 45,930 435,491 56,624 266,185 596,830 70,321	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696 199,337 171,983 331,590 40,989 447,745 56,615 259,904 577,174 68,427	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5% -4.8% -3.2% -9.4% -10.8% 2.8% 0.0% -2.4% -3.3% -2.7%
sippi rri na ka a a ampshire exico orrk Carolina Dakota ma lsland Carolina Dakota	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658 229,454 195,636 359,525 41,224 382,072 51,226 256,670 621,244	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276 228,064 194,691 357,729 42,474 383,971 52,066 259,235 624,390	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048 229,778 197,591 355,235 43,007 380,314 53,469 261,636 619,088	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938 206,049 190,119 354,079 43,671 397,458 51,604 261,465 616,779	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375 216,913 187,640 349,159 43,656 416,763 53,038 267,567 614,616	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256 216,556 186,497 344,190 43,375 436,075 53,430 271,687 595,934	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228 223,758 184,147 342,427 43,665 442,040 53,570 274,914 599,567	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586 196,052 180,063 338,316 42,524 436,844 56,604 271,475 597,428	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877 205,079 180,552 337,747 42,519 435,528 60,094 269,361 622,184	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710 209,457 177,634 365,872 45,930 435,491 56,624 266,185 596,830	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696 199,337 171,983 331,590 40,989 447,745 56,615 259,904 577,174	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5% -4.8% -3.2% -9.4% -10.8% 2.8% 0.0% -2.4% -3.3%
sippi rri na ka a a ampshire exico orrk Carolina Dakota ma lsland Carolina Dakota	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658 229,454 195,636 359,525 41,224 382,072 51,226 256,670	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276 228,064 194,691 357,729 42,474 383,971 52,066 259,235	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048 229,778 197,591 355,235 43,007 380,314 53,469 261,636	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938 206,049 190,119 354,079 43,671 397,458 51,604 261,465	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375 216,913 187,640 349,159 43,656 416,763 53,038 267,567	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256 216,556 186,497 344,190 43,375 436,075 53,430 271,687	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228 223,758 184,147 342,427 43,665 442,040 53,570 274,914	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586 196,052 180,063 338,316 42,524 436,844 56,604 271,475	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877 205,079 180,552 337,747 42,519 435,528 60,094 269,361	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710 209,457 177,634 365,872 45,930 435,491 56,624 266,185	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696 199,337 171,983 331,590 40,989 447,745 56,615 259,904	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5% -4.8% -3.2% -9.4% -10.8% 2.8% 0.0% -2.4%
sippi rri na ka a a ampshire exico orrk Carolina Dakota ma lsland Carolina Dakota	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658 229,454 195,636 359,525 41,224 382,072 51,226	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276 228,064 194,691 357,729 42,474 383,971 52,066	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048 229,778 197,591 355,235 43,007 380,314 53,469	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938 206,049 190,119 354,079 43,671 397,458 51,604	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375 216,913 187,640 349,159 43,656 416,763 53,038	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256 216,556 186,497 344,190 43,375 436,075 53,430	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228 223,758 184,147 342,427 43,665 442,040 53,570	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586 196,052 180,063 338,316 42,524 436,844 56,604	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877 205,079 180,552 337,747 42,519 435,528 60,094	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710 209,457 177,634 365,872 45,930 435,491 56,624	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696 199,337 171,983 331,590 40,989 447,745 56,615	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5% -4.8% -3.2% -9.4% -10.8% 2.8% 0.0%
sippi rri na ka a ampshire ersey exico orrk Carolina Dakota ma I rlyania Island Carolina	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658 229,454 195,636 359,525 41,224 382,072	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276 228,064 194,691 357,729 42,474 383,971	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048 229,778 197,591 355,235 43,007 380,314	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938 206,049 190,119 354,079 43,671 397,458	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375 216,913 187,640 349,159 43,656 416,763	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256 216,556 186,497 344,190 43,375 436,075	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228 223,758 184,147 342,427 43,665 442,040	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586 196,052 180,063 338,316 42,524 436,844	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877 205,079 180,552 337,747 42,519 435,528	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710 209,457 177,634 365,872 45,930 435,491	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696 199,337 171,983 331,590 40,989 447,745	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5% -4.8% -3.2% -9.4% -10.8% 2.8%
sippi rri na ka a ampshire ersey exico ork Carolina Dakota ma l vivania	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658 229,454 195,636 359,525 41,224	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276 228,064 194,691 357,729 42,474	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048 229,778 197,591 355,235 43,007	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938 206,049 190,119 354,079 43,671	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375 216,913 187,640 349,159 43,656	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256 216,556 186,497 344,190 43,375	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228 223,758 184,147 342,427 43,665	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586 196,052 180,063 338,316 42,524	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877 205,079 180,552 337,747 42,519	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710 209,457 177,634 365,872 45,930	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696 199,337 171,983 331,590 40,989	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5% -4.8% -3.2% -9.4% -10.8%
sippi rri na ka a ampshire ersey exico ork Carolina Dakota ma	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658 229,454 195,636 359,525	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276 228,064 194,691 357,729	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048 229,778 197,591 355,235	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938 206,049 190,119 354,079	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375 216,913 187,640 349,159	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256 216,556 186,497 344,190	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228 223,758 184,147 342,427	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586 196,052 180,063 338,316	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877 205,079 180,552 337,747	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710 209,457 177,634 365,872	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696 199,337 171,983 331,590	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5% -4.8% -3.2% -9.4%
sippi rri na kka a ampshire ersey exico ork Carolina Dakota	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658 229,454 195,636	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276 228,064 194,691	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048 229,778 197,591	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938 206,049 190,119	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375 216,913 187,640	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256 216,556 186,497	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228 223,758 184,147	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586 196,052 180,063	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877 205,079 180,552	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710 209,457 177,634	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696 199,337 171,983	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5% -4.8% -3.2%
sippi rri na kka a ampshire ersey exico ork Carolina Dakota	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658 229,454	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276 228,064	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048 229,778	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938 206,049	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375 216,913	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256 216,556	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228 223,758	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586 196,052	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877 205,079	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710 209,457	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696 199,337	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5% -4.8%
sippi rri na ka a ampshire ersey rexico ork Carolina Dakota	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483 414,658	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292 413,276	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249 413,048	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961 414,938	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498 412,375	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638 412,256	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519 415,228	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067 416,586	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609 424,877	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128 430,710	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537 432,696	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3% 0.5%
sippi iri na ka a ampshire ersey exico ork Carolina	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560 51,483	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625 44,292	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857 49,249	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946 52,961	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784 44,498	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291 49,638	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815 53,519	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879 46,067	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663 51,609	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846 56,128	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566 47,537	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1% -15.3%
sippi iri na ka a ampshire ersey exico ork Carolina	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190 353,560	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732 353,625	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094 359,857	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066 356,946	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536 362,784	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975 370,291	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020 375,815	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541 371,879	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161 405,663	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689 400,846	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828 392,566	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7% -2.1%
sippi iri na kka a ampshire ersey exico ork	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127 526,190	325,717 51,269 75,927 60,210 101,638 209,419 41,430 529,732	326,153 53,384 75,763 58,580 100,835 207,588 40,294 528,094	326,210 59,271 77,636 57,612 101,626 209,678 38,439 519,066	326,749 70,616 82,921 57,726 102,268 199,106 38,863 508,536	324,826 81,935 83,313 59,957 101,297 205,967 38,794 497,975	321,782 79,651 83,722 59,895 100,261 183,147 38,100 494,020	322,253 84,988 83,280 57,519 96,205 185,359 33,304 485,541	314,131 83,394 80,089 56,053 95,402 173,994 36,544 479,161	297,194 52,105 83,832 53,464 94,773 169,750 37,340 475,689	302,271 42,985 84,471 50,864 91,950 166,037 37,469 467,828	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3% -1.7%
sippi iri na ka a ampshire ersey exico	300,970 335,521 50,808 74,653 61,122 99,520 206,562 36,127	325,717 51,269 75,927 60,210 101,638 209,419 41,430	326,153 53,384 75,763 58,580 100,835 207,588 40,294	326,210 59,271 77,636 57,612 101,626 209,678 38,439	326,749 70,616 82,921 57,726 102,268 199,106 38,863	324,826 81,935 83,313 59,957 101,297 205,967 38,794	321,782 79,651 83,722 59,895 100,261 183,147 38,100	322,253 84,988 83,280 57,519 96,205 185,359 33,304	314,131 83,394 80,089 56,053 95,402 173,994 36,544	297,194 52,105 83,832 53,464 94,773 169,750 37,340	302,271 42,985 84,471 50,864 91,950 166,037 37,469	1.7% -17.5% 0.8% -4.9% -3.0% -2.2% 0.3%
sippi iri na ika a ampshire ersey	300,970 335,521 50,808 74,653 61,122 99,520 206,562	325,717 51,269 75,927 60,210 101,638 209,419	326,153 53,384 75,763 58,580 100,835 207,588	326,210 59,271 77,636 57,612 101,626 209,678	326,749 70,616 82,921 57,726 102,268 199,106	324,826 81,935 83,313 59,957 101,297 205,967	321,782 79,651 83,722 59,895 100,261 183,147	322,253 84,988 83,280 57,519 96,205 185,359	314,131 83,394 80,089 56,053 95,402 173,994	297,194 52,105 83,832 53,464 94,773 169,750	302,271 42,985 84,471 50,864 91,950 166,037	1.7% -17.5% 0.8% -4.9% -3.0% -2.2%
sippi ri na ka a ampshire	300,970 335,521 50,808 74,653 61,122 99,520	325,717 51,269 75,927 60,210 101,638	326,153 53,384 75,763 58,580 100,835	326,210 59,271 77,636 57,612 101,626	326,749 70,616 82,921 57,726 102,268	324,826 81,935 83,313 59,957 101,297	321,782 79,651 83,722 59,895 100,261	322,253 84,988 83,280 57,519 96,205	314,131 83,394 80,089 56,053 95,402	297,194 52,105 83,832 53,464 94,773	302,271 42,985 84,471 50,864 91,950	1.7% -17.5% 0.8% -4.9% -3.0%
sippi ıri na ka a	300,970 335,521 50,808 74,653 61,122	325,717 51,269 75,927 60,210	326,153 53,384 75,763 58,580	326,210 59,271 77,636 57,612	326,749 70,616 82,921 57,726	324,826 81,935 83,313 59,957	321,782 79,651 83,722 59,895	322,253 84,988 83,280 57,519	314,131 83,394 80,089 56,053	297,194 52,105 83,832 53,464	302,271 42,985 84,471 50,864	1.7% -17.5% 0.8% -4.9%
sippi ıri na ka	300,970 335,521 50,808 74,653	325,717 51,269 75,927	326,153 53,384 75,763	326,210 59,271 77,636	326,749 70,616 82,921	324,826 81,935 83,313	321,782 79,651 83,722	322,253 84,988 83,280	314,131 83,394 80,089	297,194 52,105 83,832	302,271 42,985 84,471	1.7% -17.5% 0.8%
sippi ıri na	300,970 335,521 50,808	325,717 51,269	326,153 53,384	326,210 59,271	326,749 70,616	324,826 81,935	321,782 79,651	322,253 84,988	314,131 83,394	297,194 52,105	302,271 42,985	1.7% -17.5%
sippi ıri	300,970 335,521	325,717	326,153	326,210	326,749	324,826	321,782	322,253	314,131	297,194	302,271	1.7%
sippi	300,970											
		199,037	201,457	209,216	208,466	1/9,433	180,356	191,312	194,010	100,210	100,743	0.3%
	,						400.050	101 010	104.016	150 010	4EC 740	0.00/
sota	826,048	834,974	845,379	853,448	853,489	862,937	866,496	867,446	811,775	813,976	808,783	-0.6%
an	1,003,947	1,000,337	953,554	944,800	944,138	828,529	830,743	816,752	811,670	812,066	803,391	-1.1%
chusetts	146,475	151,998	156,121	150,683	150,026	148,640	145,496	145,113	142,625	141,959	139,991	-1.4%
nd	197,005	198,012	198,395	206,681	205,812	204,277	202,892	199,087	196,806	193,259	188,623	-2.4%
	119,243	119,243	90,604	94,582	111,756	113,276	112,818	109,657	109,169	111,873	106,679	-4.6%
na	322,779	327,272	307,051	309,950	308,104	306,366	301,249	302,753	303,111	302,141	302,974	0.3%
ky	171,930	173,900	173,418	174,463	176,257	177,951	176,716	173,981	176,535	175,863	171,936	-2.2%
3	102,755	101,858	100,463	98,512	97,748	95,677	93,900	91,067	90,522	89,315	88,041	-1.4%
	210,841	229,705	210,836	228,140	243,924	234,335	213,767	231,333	247,190	209,660	228,743	9.1%
ı	218,255	218,363	216,145	213,309	214,696	164,678	241,474	271,532	268,424	281,908	217,297	-22.9%
	369,626	398,431	360,252	393,856	380,865	383,615	379,454	378,208	373,530	370,522	371,365	0.2%
	81,932	81,844	82,676	83,639	85,083	88,464	91,612	89,026	90,501	87,662	84,290	-3.8%
-	13,903	15,445	15,600	13,205	15,302	15,109	15,094	15,404	15,709	14,835	13,375	-9.8%
a	327,026	325,135	326,718	322,252	318,212	336,579	344,597	350,479	352,054	353,950	322,346	-8.9%
Columbia	902,964	922,597	939,968	946,072	973,859	988,652	991,680	974,553	949,030	914,535	889,895	-2.7%
Columbia	1,984	1,909	2,152	2,908	2,528	2,425	2,866	2,922	2,798	3,017	2,889	-4.2%
are	47,486	49,563	49,935	51,797	52,119	59,192	61,569	56,669	61,523	62,983	57,687	-2.4%
do cticut	104,476 105,362	101,957 107,641	100,575 107,907	98,079 111,992	98,512 108,702	98,067 108,701	98,055 108,539	95,330 110,650	95,822 109,213	91,424 108,078	89,321 105,499	-2.3% -2.4%
nia	957,463	896,090	963,379	894,884	963,758	893,828	964,881	858,853	906,988	810,008	855,243	5.6% -2.3%
as	199,713	199,293	196,215	205,745	205,414	199,189	206,195	199,104	198,805	205,925	200,915	-2.4%
					,							-2.7%
											-	2.7%
na	262,016	264,191		264,006							-	-2.2%
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	'11 VS '10
ì		41,110 148,623	262,016 264,191 41,110 45,734 148,623 147,829	262,016 264,191 262,249 41,110 45,734 51,416 148,623 147,829 147,213	262,016     264,191     262,249     264,006       41,110     45,734     51,416     49,225       148,623     147,829     147,213     147,294	262,016     264,191     262,249     264,006     265,172       41,110     45,734     51,416     49,225     49,127       148,623     147,829     147,213     147,294     148,343	262,016     264,191     262,249     264,006     265,172     271,658       41,110     45,734     51,416     49,225     49,127     49,533       148,623     147,829     147,213     147,294     148,343     145,023	262,016     264,191     262,249     264,006     265,172     271,658     274,176       41,110     45,734     51,416     49,225     49,127     49,533     47,548       148,623     147,829     147,213     147,294     148,343     145,023     144,570	262,016     264,191     262,249     264,006     265,172     271,658     274,176     272,558       41,110     45,734     51,416     49,225     49,127     49,533     47,548     47,534       148,623     147,829     147,213     147,294     148,343     145,023     144,570     140,291	262,016     264,191     262,249     264,006     265,172     271,658     274,176     272,558     270,726       41,110     45,734     51,416     49,225     49,127     49,533     47,548     47,534     48,892       148,623     147,829     147,213     147,294     148,343     145,023     144,570     140,291     136,463	262,016     264,191     262,249     264,006     265,172     271,658     274,176     272,558     270,726     271,377       41,110     45,734     51,416     49,225     49,127     49,533     47,548     47,534     48,892     48,891       148,623     147,829     147,213     147,294     148,343     145,023     144,570     140,291     136,463     135,326	262,016 264,191 262,249 264,006 265,172 271,658 274,176 272,558 270,726 271,377 <b>265,526</b> 41,110 45,734 51,416 49,225 49,127 49,533 47,548 47,534 48,892 48,891 <b>50,219</b> 148,623 147,829 147,213 147,294 148,343 145,023 144,570 140,291 136,463 135,326 <b>131,665</b>

### INDEX

### **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 baitwells, 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.

### **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); non-members \$1,800 per year.

### **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.

### 2010 U.S. BOATING REGISTRATION STATISTICS - DATA TABLES

A detailed, 89-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, \$600/non-members.

### MONTHLY INDUSTRY DASHBOARD REPORT

A 36-page report providing key monthly economic factoids along with traditional powerboat monthly wholesale and retail sales at category level. Annual subscription costs: free to all NMMA members; non-members \$1,200 per year. Electric download file only.

### **List of Sources**

ASA—American Sportfishing Association, Alexandria, VA

FR-Foresight Research, Rochester, MI

ILT-Info-Link Technologies, Miami, FL

ITR Economics-Institute for Trend Research, Boscawen, NH

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.

### **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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	Non-members	s handling charge	\$ 10.00
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E-mail Address			
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