National Marine Manufacturers Association

CENTER OF KNOWLEDGE

2012 RECREATIONAL BOATING Statistical Abstract



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2012

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.

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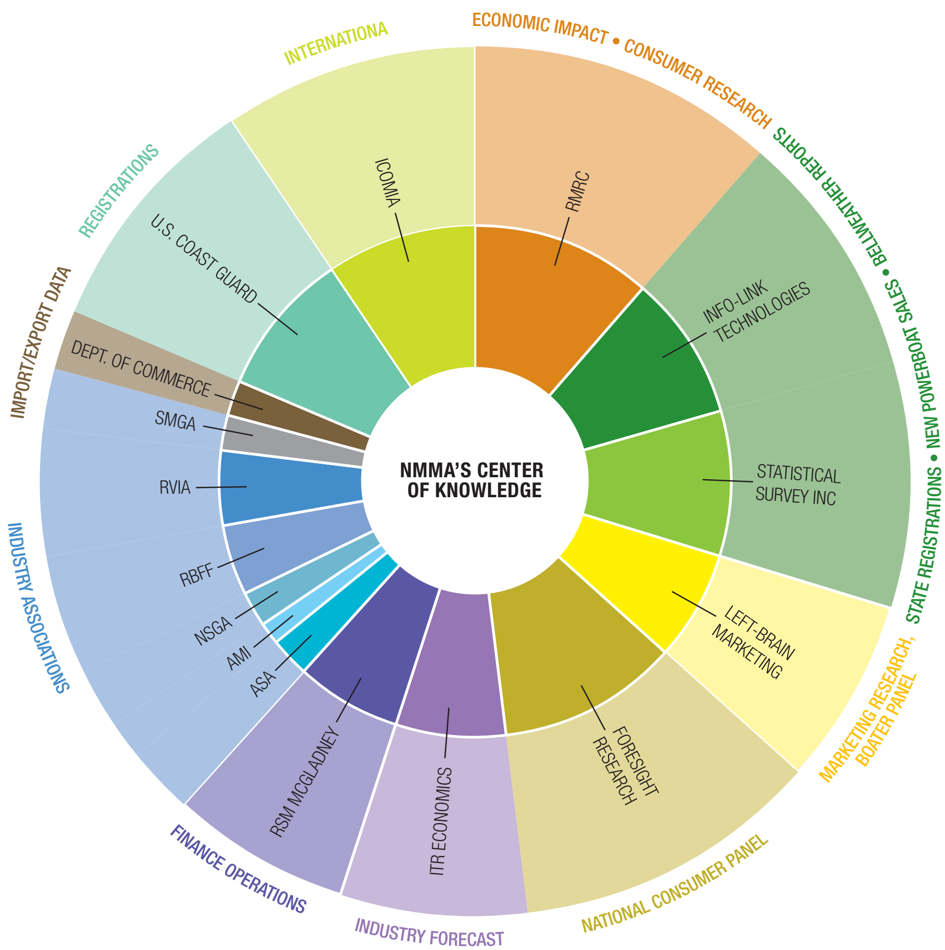
Coalition of NMMA Resources in the "Center of Knowledge"

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



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EXECUTIVE SUMMARY

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).

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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, approximately100,000 units less than pre-recession levels.

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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.

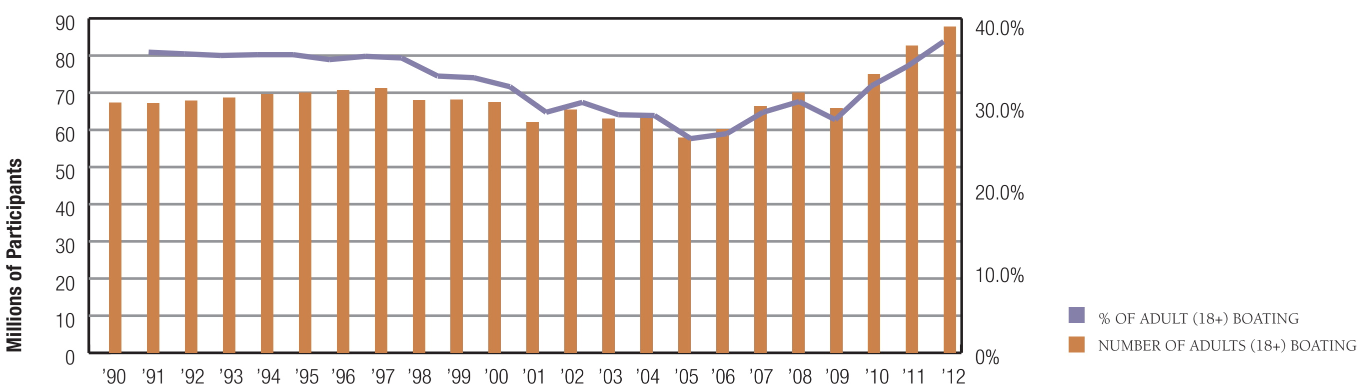
This is the largest proportion of the U.S. adult population participating in recreational boating since NMMA began collecting participation data in 1990, when 36.5% of adults went boating.

SOURCE: RMRC/FORESIGHT RESEARCH/NMMA

Table 1.1

YEAR	ADULTS (18+) BOATING (MILLIONS)	ADULTS (18+) 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



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1.2 Total recreational boats in use

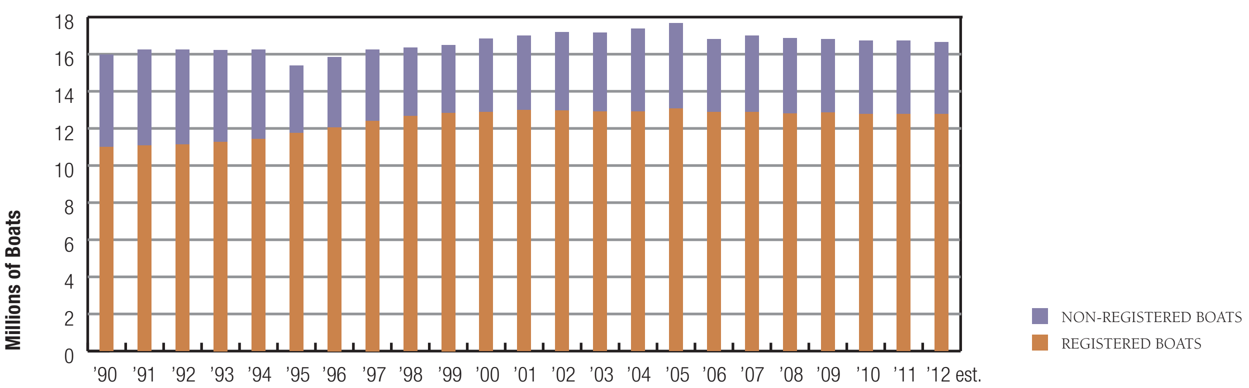
The total number of recreational boats in use during 2012 increased slightly more than three percent or 510,000 vessels. It is estimated that there were 16.67 million boats in use during 2012, compared to 16.16 million in 2011.

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



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1.3 Recreational boats in use by type

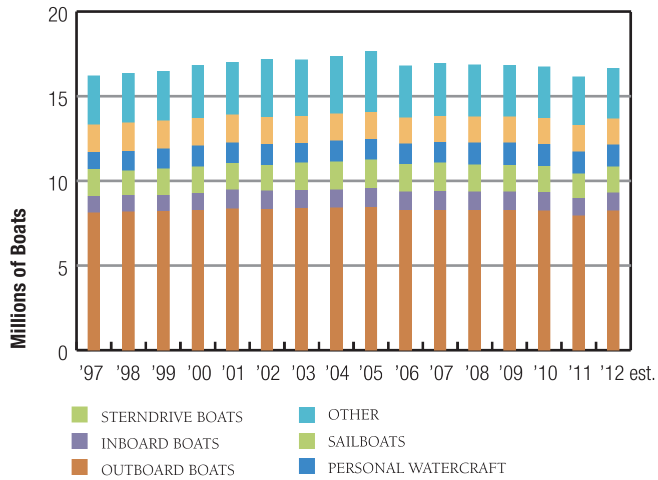
Outboards were the most popular type of recreational boat in use for the sixteenth consecutive year; of the 16.67 million boats on the water in 2012, nearly half (49%) were outboard boats.

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**

CHART 1.3



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.

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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.

SOURCE: NMMA

TABLE 3.1

		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
Outboard Engines	Total Units Sold	299,100	302,100	305,400	315,300	312,000	301,700	275,500
	Retail Value (Billions of Dollars)	$2.411	$2.479	$2.555	$2.879	$3.155	$3.255	$2.689
	Average Unit Cost	$8,061	$8,205	$8,365	$9,131	$10,112	$10,790	$9,761
Boat Trailers	Total Units Sold	135,900	141,200	130,600	133,400	134,100	130,900	126,200
	Retail Value (Billions of Dollars)	$0.182	$0.201	$0.202	$0.228	$0.248	$0.296	$0.232
	Average Unit Cost	$1,337	$1,421	$1,547	$1,709	$1,846	$2,260	$1,839
Inboard Boats—	Total Units Sold	11,100	10,500	11,100	11,600	12,600	13,100	12,000
Ski/Wakeboard Boats	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
Canoes	Total Units Sold	105,800	100,000	86,700	93,900	77,200	99,900	99,600
	Retail Value (Billions of Dollars)	$0.057	$0.057	$0.050	$0.057	$0.048	$0.058	$0.055
	Average Unit Cost	$543	$569	$573	$605	$627	$585	$553
Kayaks	Total Units Sold	357,100	340,300	324,000	337,300	349,400	393,400	346,600
	Retail Value (Billions of Dollars)	$0.177	$0.158	$0.151	$0.160	$0.167	$0.196	$0.184
	Average Unit Cost	$495	$463	$466	$473	$478	$497	$531
Inflatables	Total Units Sold	—	—	30,500	31,600	30,100	25,100	29,400
	Retail Value (Billions of Dollars)	—	—	$0.067	$0.065	$0.058	$0.048	$0.118
	Average Unit Cost	—	—	$2,211	$2,047	$1,912	$1,921	$4,012
Personal Watercraft	Total Units Sold	80,900	79,300	80,600	79,500	80,200	82,200	79,900
	Retail Value (Billions of Dollars)	$0.641	$0.698	$0.717	$0.733	$0.762	$0.792	$0.793
	Average Unit Cost	$7,929	$8,798	$8,890	$9,226	$9,495	$9,636	$9,931
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
Houseboats**	Total Units Sold	—	—	—	550	450	530	420
	Retail Value (Billions of Dollars)	—	—	—	—	$0.324	$0.415	$0.197
	Average Unit Cost	—	—	—	—	$720,210	$783,912	$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%**

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

**Previously reported in the individual power categories

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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%
Inboard 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%
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%
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%
Inflatables	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%
Jet Boats	Total Units Sold	4,900	3,550	3,500	3,300	**4,500**	36.4%
	Retail Value (Billions of Dollars)	$0.138	$0.160	$0.115	$0.112	**$0.160**	42.4%
	Average Unit Cost	$28,088	$29,774	$32,752	$34,082	**$35,589**	4.4%
Houseboats**	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%**	

*Source: The Sailing Company's Annual Sailing Business Review
**Previously reported in the individual power categories

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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.

SOURCE: NMMA

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%**	

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3.2 Annual retail unit sales estimates

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

SOURCE: NMMA

TABLE 3.2

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

— Data not available.

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

**Kayak category added in 2001.

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

† Total does not include houseboats.

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5.1 U.S. recreational marine 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.

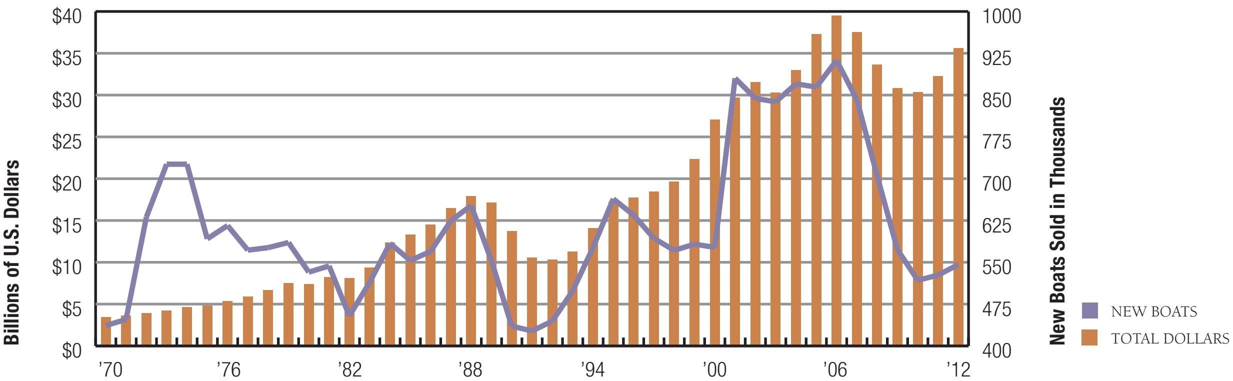
SOURCE: NMMA

TABLE 5.1

YEAR	TOTAL DOLLARS (BILLIONS)	NEW BOATS (THOUSANDS)	YEAR	TOTAL DOLLARS (BILLIONS)	NEW BOATS (THOUSANDS)
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			

*In 2001, kayaks, representing 357,000 units, were added to the market mix.
**In 2003, inflatables, representing 31,000 units, were added to the market mix.

CHART 5.1



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5.2 Retail expenditure estimates for recreational boating

New boat and engine 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

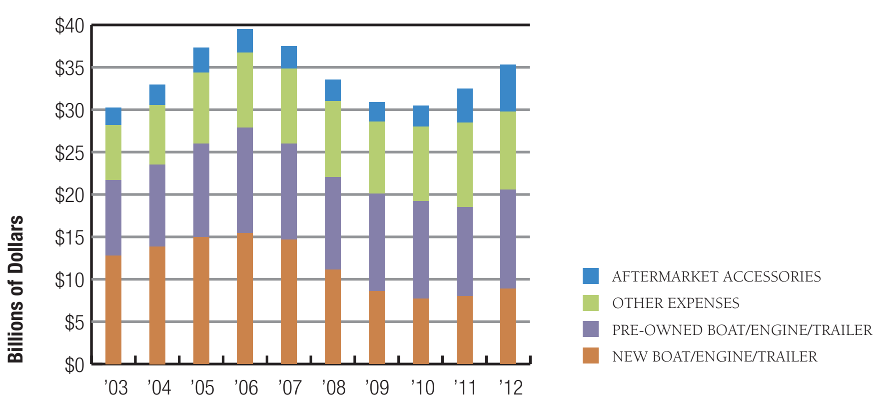
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	% CHANGE
New Boats	837,900††	870,100	864,450	912,130	841,820	704,820	572,520	517,745	527,005	**546,395**	3.7%
Total New Boat Retail Dollars (Billions)	$10.027	$10.754	$11.574	$11.891	$11.739	$9.177	$6.847	$5.857	$6.060	**$6.799**	12.2%
Average New Boat 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 (Billions)	$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%**	

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

††Includes 30,500 inflatables not previously reported.

**2012 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).

CHART 5.2



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5.3 Traditional powerboat sales by market segment

Retail sales for both new and pre-owned boats in the traditional powerboat market (outboard, 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 Boats												
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**	

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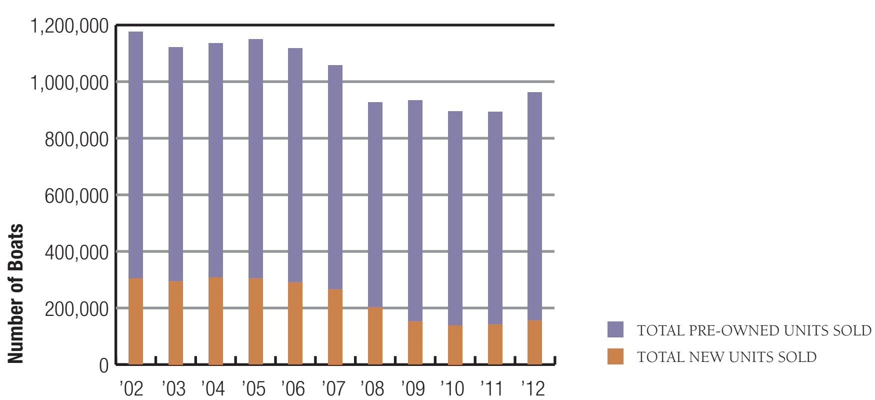
TABLE 5.3 Continued

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 (Billions)	**$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



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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.

SOURCE: NMMA

TABLE 5.6

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
OH	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**

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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
DC	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
IL	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	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
NE	40	$61,481,507	$60,375,119	$60,809,769	$56,711,862	$55,872,522
NV	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
NM	50	$39,489,255	$34,735,021	$93,832,889	$73,147,266	$51,724,743
NY	5	$509,727,145	$600,366,673	$600,665,222	$665,420,248	$629,972,701
NC	8	$504,277,454	$664,855,846	$649,032,985	$625,305,547	$518,796,961
ND	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	23	$231,771,374	$220,344,084	$213,309,246	$185,742,059	$257,532,885
OR	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
RI	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
TN	17	$290,762,564	$375,850,357	$365,196,435	$308,685,654	$305,274,531
TX	2	$1,060,294,537	$1,145,897,153	$1,050,933,023	$989,164,242	$830,337,851
UT	42	$87,164,627	$119,682,320	$109,692,937	$84,482,110	$65,478,547
VT	48	$23,738,943	$32,609,451	$32,270,993	$32,171,621	$32,210,226
VA	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**

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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 Iowa 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

2011 RANKING	STATE	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	% CHANGE '11 VS '10
16	Alabama	262,016	264,191	262,249	264,006	265,172	271,658	274,176	272,558	270,726	271,377	**265,526**	-2.2%
43	Alaska	41,110	45,734	51,416	49,225	49,127	49,533	47,548	47,534	48,892	48,891	**50,219**	2.7%
30	Arizona	148,623	147,829	147,213	147,294	148,343	145,023	144,570	140,291	136,463	135,326	**131,665**	-2.7%
22	Arkansas	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	California	957,463	896,090	963,379	894,884	963,758	893,828	964,881	858,853	906,988	810,008	**855,243**	5.6%
34	Colorado	104,476	101,957	100,575	98,079	98,512	98,067	98,055	95,330	95,822	91,424	**89,321**	-2.3%
32	Connecticut	105,362	107,641	107,907	111,992	108,702	108,701	108,539	110,650	109,213	108,078	**105,499**	-2.4%
39	Delaware	47,486	49,563	49,935	51,797	52,119	59,192	61,569	56,669	61,523	62,983	**57,687**	-8.4%
51	Dist. of 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%
1	Florida	902,964	922,597	939,968	946,072	973,859	988,652	991,680	974,553	949,030	914,535	**889,895**	-2.7%
13	Georgia	327,026	325,135	326,718	322,252	318,212	336,579	344,597	350,479	352,054	353,950	**322,346**	-8.9%
50	Hawaii	13,903	15,445	15,600	13,205	15,302	15,109	15,094	15,404	15,709	14,835	**13,375**	-9.8%
37	Idaho	81,932	81,844	82,676	83,639	85,083	88,464	91,612	89,026	90,501	87,662	**84,290**	-3.8%
11	Illinois	369,626	398,431	360,252	393,856	380,865	383,615	379,454	378,208	373,530	370,522	**371,365**	0.2%
21	Indiana	218,255	218,363	216,145	213,309	214,696	164,678	241,474	271,532	268,424	281,908	**217,297**	-22.9%
20	Iowa	210,841	229,705	210,836	228,140	243,924	234,335	213,767	231,333	247,190	209,660	**228,743**	9.1%
35	Kansas	102,755	101,858	100,463	98,512	97,748	95,677	93,900	91,067	90,522	89,315	**88,041**	-1.4%
26	Kentucky	171,930	173,900	173,418	174,463	176,257	177,951	176,716	173,981	176,535	175,863	**171,936**	-2.2%
14	Louisiana	322,779	327,272	307,051	309,950	308,104	306,366	301,249	302,753	303,111	302,141	**302,974**	0.3%
31	Maine	119,243	119,243	90,604	94,582	111,756	113,276	112,818	109,657	109,169	111,873	**106,679**	-4.6%
24	Maryland	197,005	198,012	198,395	206,681	205,812	204,277	202,892	199,087	196,806	193,259	**188,623**	-2.4%
29	Massachusetts	146,475	151,998	156,121	150,683	150,026	148,640	145,496	145,113	142,625	141,959	**139,991**	-1.4%
4	Michigan	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%
3	Minnesota	826,048	834,974	845,379	853,448	853,489	862,937	866,496	867,446	811,775	813,976	**808,783**	-0.6%
28	Mississippi	300,970	199,037	201,457	209,216	208,466	179,433	180,356	191,312	194,016	156,216	**156,743**	0.3%
15	Missouri	335,521	325,717	326,153	326,210	326,749	324,826	321,782	322,253	314,131	297,194	**302,271**	1.7%
45	Montana	50,808	51,269	53,384	59,271	70,616	81,935	79,651	84,988	83,394	52,105	**42,985**	-17.5%
36	Nebraska	74,653	75,927	75,763	77,636	82,921	83,313	83,722	83,280	80,089	83,832	**84,471**	0.8%
42	Nevada	61,122	60,210	58,580	57,612	57,726	59,957	59,895	57,519	56,053	53,464	**50,864**	-4.9%
33	New Hampshire	99,520	101,638	100,835	101,626	102,268	101,297	100,261	96,205	95,402	94,773	**91,950**	-3.0%
27	New Jersey	206,562	209,419	207,588	209,678	199,106	205,967	183,147	185,359	173,994	169,750	**166,037**	-2.2%
47	New Mexico	36,127	41,430	40,294	38,439	38,863	38,794	38,100	33,304	36,544	37,340	**37,469**	0.3%
7	New York	526,190	529,732	528,094	519,066	508,536	497,975	494,020	485,541	479,161	475,689	**467,828**	-1.7%
10	North Carolina	353,560	353,625	359,857	356,946	362,784	370,291	375,815	371,879	405,663	400,846	**392,566**	-2.1%
44	North Dakota	51,483	44,292	49,249	52,961	44,498	49,638	53,519	46,067	51,609	56,128	**47,537**	-15.3%
9	Ohio	414,658	413,276	413,048	414,938	412,375	412,256	415,228	416,586	424,877	430,710	**432,696**	0.5%
23	Oklahoma	229,454	228,064	229,778	206,049	216,913	216,556	223,758	196,052	205,079	209,457	**199,337**	-4.8%
25	Oregon	195,636	194,691	197,591	190,119	187,640	186,497	184,147	180,063	180,552	177,634	**171,983**	-3.2%
12	Pennsylvania	359,525	357,729	355,235	354,079	349,159	344,190	342,427	338,316	337,747	365,872	**331,590**	-9.4%
46	Rhode Island	41,224	42,474	43,007	43,671	43,656	43,375	43,665	42,524	42,519	45,930	**40,989**	-10.8%
8	South Carolina	382,072	383,971	380,314	397,458	416,763	436,075	442,040	436,844	435,528	435,491	**447,745**	2.8%
40	South Dakota	51,226	52,066	53,469	51,604	53,038	53,430	53,570	56,604	60,094	56,624	**56,615**	0.0%
17	Tennessee	256,670	259,235	261,636	261,465	267,567	271,687	274,914	271,475	269,361	266,185	**259,904**	-2.4%
6	Texas	621,244	624,390	619,088	616,779	614,616	595,934	599,567	597,428	622,184	596,830	**577,174**	-3.3%
38	Utah	79,586	78,887	76,178	74,293	75,635	76,481	76,921	73,009	72,419	70,321	**68,427**	-2.7%
48	Vermont	33,988	33,931	33,260	32,498	32,756	32,090	31,482	30,429	30,480	30,315	**28,807**	-5.0%
18	Virginia	240,509	243,590	241,993	242,642	245,073	248,091	251,440	249,312	249,235	245,940	**242,473**	-1.4%
19	Washington	260,335	266,717	265,773	266,056	267,793	270,627	270,789	264,393	269,845	237,921	**234,543**	-1.4%
41	West Virginia	63,061	54,358	58,717	63,504	50,061	57,422	63,064	49,930	57,415	64,510	**51,752**	-19.8%
5	Wisconsin	575,920	619,124	610,800	605,467	639,198	635,751	617,366	634,546	626,304	615,335	**628,743**	2.2%
49	Wyoming	27,221	28,322	25,725	25,897	26,270	26,296	26,956	27,243	27,955	28,249	**28,164**	-0.3%
	U.S. Territories	64,539	67,612	69,529	66,774	68,422	69,241	71,579	70,129	70,010	73,712	**35,579**	-51.7%
TOTAL U.S.		**12,811,807**	**12,786,442**	**12,725,087**	**12,714,702**	**12,873,992**	**12,676,885**	**12,803,989**	**12,622,763**	**12,651,531**	**12,365,214**	**12,138,356**	
PERCENT CHANGE		**0.7%**	**-0.2%**	**-0.5%**	**-0.1%**	**1.3%**	**-1.5%**	**1.0%**	**-1.4%**	**0.2%**	**-2.3%**	**-1.8%**	

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Boat Type Definitions

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Industry Statistical Reports

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

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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.

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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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❒ Recreational Boating Statistical Abstract 2011–Part 2 includes: Sections 3–6: Retail Market, Pre-Owned Market, Marine Expenditures & U.S. Boat Registrations $300		$	$
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