National Marine
Manufacturers Association

INDUSTRY STATISTICS & RESEARCH

2010 RECREATIONAL BOATING Statistical Abstract

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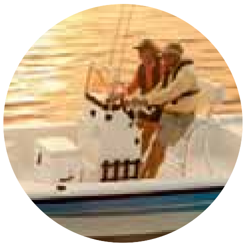
2010

RECREATIONAL BOATING

Statistical Abstract



The 2010 Recreational Boating Abstract is a comprehensive summary of statistics on the recreational boating industry in the United States. It presents data collected by the National Marine Manufacturers Association (NMMA) through a coalition of sources brought together by the NMMA Industry Statistics & Research Department.

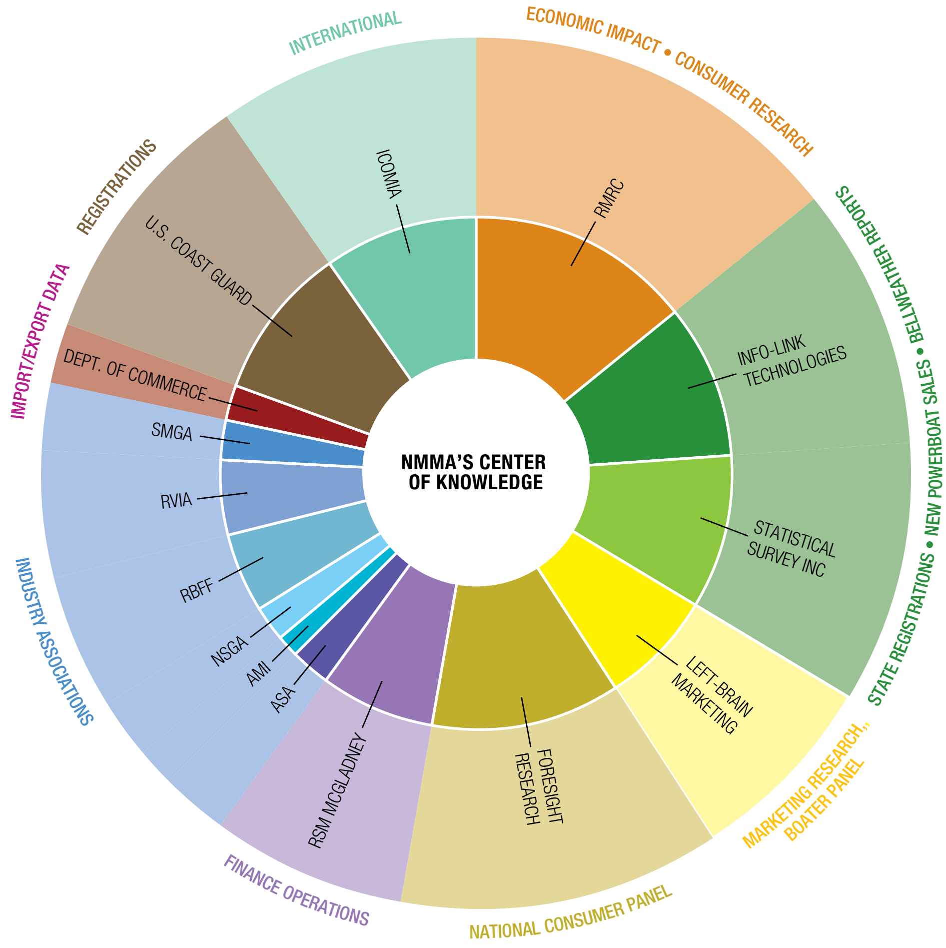
These partnerships form a "Center of Knowledge" for marine industry statistics and research that enables NMMA to provide the industry with timely, accurate, practical data and analysis of the marine marketplace.

The report presents detailed data on boat registrations, sales, expenditures, participation and the retail market. Boating Population includes boating participation, ownership, usage and behavior data from boater participation and boat owner surveys conducted by Foresight Research in late 2010. The Import/Export section features an in-depth look at the import/export marketplace focusing on product categories, trade partners and regional analysis.

NMMA's Industry Statistics & Research Department analyzed and formatted all data in this report. The complete list of sources can be found on page 239.

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 remains an important contributor to the U.S. economy, generating $30.4 billion in sales and services in 2010, a decrease of one percent from 2009.

Of the 231.5 million adults living in the United States in 2010, 32.4 percent, or 75 million people, participated in recreational boating. This is the highest proportion of participation in recreational boating since 1999 when 33.4 percent of adults were boating participants.These 75 million boaters represent an increase of 14 percent compared to the 65.9 million people who went boating during the recessionary year of 2009.

There were 1,118,130 pre-owned and new power (outboard, inboard, sterndrive, jet, personal watercraft and inflatable) and sail boats sold in 2010, a four percent decrease compared to 2009.There were 929,900 pre-owned boats sold in 2010, a decrease of 2.4 percent compared to 2009. Of all boats sold in 2010, 83.3 percent were pre-owned and 16.65 percent were new, a likely result of continuing pent-up demand for boats and consumers looking for lower price points in the pre-owned market.

New power (outboard, inboard, sterndrive, jet, personal watercraft and inflatable) and sail boat unit sales totaled 212,645 in 2010, a decrease of seven percent compared to a 26 percent decrease in unit sales in 2009, signaling that the rate of decline for new boat sales slowed in 2010.

In the new boat market, outboard boats, often small fishing or water sports boats, fared best, declining just four percent compared to 2009. There were 112,800 new outboard boats sold in 2010.

In the pre-owned market, sales of sterndrive boats, typically boats less than 26 feet in length, remained steady, increasing .03 percent compared to 2009. There were 175,800 total pre-owned sterndrive boats sold in 2010.

Aftermarket accessory sales increased six percent to $2.4 billion (from $2.3 billion in 2009) and spending per boat averaged $147 for 2010, also up six percent from 2009.

Repair and service costs led boat owners' expenditures, totaling $2.5 billion in 2010, followed closely by fuel costs, which totaled $2.4 billion and storage costs, which totaled $1.9 billion. Boaters spent an average of 30 days on the water in 2010, the same as in 2009.

Boaters increased their spending on operating costs (insurance, docking, fuel, maintenance and boating outings) by 3.6 percent from $8.4 million in 2009 to $8.7 million in 2010 and on new boat trailers by 15 percent, from $88 million in 2009 to $102 million in 2010.

Total Boat Sales (Section 5)

There were 517,745 total new boats sold in 2010, a decrease of ten percent compared to 2009, at a total retail value of $5.9 billion, a decrease of 14.5 percent from 2009. (Table 5.2)

Total pre-owned boat sales reached 929,900 units, a decrease of 2.4 percent over 2009, at a value of $9.9 billion, an increase of 0.8 percent.

Demonstrating the seasonality of total new boat sales, six of ten new powerboats registered in 2010 were recorded during April, May, June and July (59 percent). The distribution of sales by month for 2010 tracked almost exactly with the ten year average. (Table 5.4)

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

Retail sales for both new and pre-owned powerboats (outboard, inboard, sterndrive and jet boats) totaled $13.7 billion in 2010, a three percent decline from 2009.

New traditional powerboat sales (outboard, inboard, sterndrive, jet boats) totaled 142,330 units, and comprised 16 percent of total powerboat sales, a nine percent decrease compared to 2009.

Pre-owned traditional powerboat sales totaled 767,900 units a decrease of three percent compared to 2009.

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

The average retail price of a new traditional powerboat (outboard, inboard, sterndrive, jet boat) in 2010 was $34,675, a decrease of 5.8 percent over 2009.

Average price of a pre-owned powerboat (with engine) in 2010 was $14,039, an increase of four percent from 2009.

Pre-owned powerboats accounted for 83 percent of all power and sailboats sold in 2010, up one percentage point from the previous year.

New Powerboat Sales by State (Section 5)

Florida again ranked first, with total new powerboat, motor, trailer and accessory sales reaching $1.09 billion, a decrease of 8.1 percent over 2009. Texas, New York, North Carolina, and Louisiana rounded out the remaining four top states, respectively.

The top 20 states accounted for 72 percent of the total spent on new powerboats, outboard engines, trailers and accessories in 2010.

Sales increased in six of the top 20 states; Pennsylvania and Michigan recorded the largest increases at 12 percent and 11 percent, respectively.

New Jersey dropped out of the top 20 and Pennsylvania was added.

California recorded the largest decrease—total expenditures fell 26 percent—and dropped from third in 2009 to eighth in 2010.

Boating Participation (Section 1)

Of the 231.5 million adults living in the United States in 2010, 32.4 percent, or 75 million people, participated in recreational boating. This is the highest proportion of participation in recreational boating since 1999 when 33.4 percent of adults went boating.

The 75 million boaters on the water in 2010 represent an increase of 14 percent compared to the recessionary year of 2009, during which went 65.9 million participated in boating.

The total number of boats in use in 2010 decreased approximately one percent or 150,000 vessels. It is estimated that there were 16.67 million boats in use in 2010 compared to 16.82 million in 2009.

The Great Lakes region had the greatest number of recreational boaters in 2010; approximately two of ten participants or 17 million boaters lived there in 2010.

People who boat as children are more likely to boat as adults; 77 percent of boating participants in 2010 boated as children.

Outboard boats were the most popular type of recreational boat in use in 2010 for the 14th consecutive year; of the 16.7 million boats on the water in 2010 almost half (49 percent) were outboard boats.

Boat Registrations (Section 6)

Boat registrations grew 0.2 percent in 2009, an increase of 28,678 boats.

Florida led all states in boat registrations for 2009, followed by California, Minnesota, Michigan, Wisconsin, Texas, New York, South Carolina, Ohio, and North Carolina, in that order.

The top 20 states represented nearly three of every four boats registered in the U.S. in 2009, a total of nearly 9.5 million boats.

Ninety-three percent of all boats registered in 2009 were mechanically powered, i.e. powerboats or auxiliary sailboats.

More than two of five registered powerboats in 2009 were smaller than 16 feet in length.

Nearly three of five registered powerboats in 2009 had fiberglass hulls, followed by aluminum at 38 percent.

Boater Demographics (Section 1)

Boating continues to remain a middle-class recreational activity with 83 percent of boating participants in 2010 having a household income under $100,000. This is an increase of 1.4 percent in the number of middle-class participants over 2009.

Current boating participants were more likely to be male, younger than 50 and have a household income of $25,000–$75,000 in 2010.

Approximately 15 percent of boating participants in 2010 were age 65 or older; 21 percent were retired, up nine percent and ten percent respectively.

Imports and Exports (Section 7)

Nearly 117,000 boats (of which 35,300 were powerboats) were exported from the U.S. in 2010, the third highest total in fifteen years, and a five percent increase from 2009.

A record high 265,000 boats were imported in 2010, the majority (80 percent) of which were rowboats and canoes. Powerboat imports (outboard, inboard, sterndrive) accounted for 11,000 of the total.

In 2010, the annual rate of change in the value of imports outpaced the corresponding rate of change in the value of exports for the first time in seven years.

Since 2007, there has been a positive balance in U.S. trade of recreational boats and marine engines; the balance totaled $573 million in 2010, down slightly from the prior year. Boats comprised an average of 70 percent of total exports in value and an average of 60 percent of total imports in value.

Export value of boats and engines climbed 23 percent to $2.2 billion in 2010.

More than a quarter ($602 million) of the total boats and engines exported went to Canada, closely followed by Western Europe ($514 million). Exports to Latin America increased 16 percent and comprised 19 percent of the market. Similarly, exports to Africa, the Middle East and Persian Gulf increased 16 percent, comprising nine percent of the total export market in 2010.

Import values of boats and engines were up 35 percent to $1.6 billion in 2010, due primarily to engine imports, which more than doubled in 2010 compared to the prior year.

More than half ($837 million) of all boat and engine imports in 2010 were from Asia, followed by Western Europe with 25 percent ($293 million) and Canada with 22 percent ($344 million).

Latin America and Asia both gained market share in 2010 for boat and engine imports, up 57 percent and 14 percent respectively. Accordingly, market share in all other regions declined: Russia and Eastern Europe (-41 percent), Canada (-33 percent), Australia and the Pacific Islands (-17 percent) and Western Europe (-13 percent).

Boating and the Economy (Section 2)

The RV market rebounded in 2010, with retail sales up eight percent, largely reflecting dealer restocking. The boat market is expected to follow suit, as inventory continues to dwindle; according to Spader Inc., new boat inventory was down 23 percent in 2010.

The rate of change in new light vehicle sales has been trending upward since January of 2010, ending the year up 11 percent on a rolling 12-month basis (the period from December 2009 to December 2010).

Consumer confidence averaged 54.6 in 2010, hitting a low of 46.4 in February, and ending the year at a high of 63.4. The Conference Board states that a CCI of 90 indicates the economy is stable and that a rating more than 100 indicates the economy is on strong footing.

Fishing license sales were relatively unchanged in 2010 totaling 28.4 million, an increase of .02 percent or 6,300 more fishing licenses sold.

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Imports/Exports

1.1 Participation

Of the 231.5 million adults living in the United States in 2010, 32.4%, or 75 million, participated in recreational boating at least once during the year, a 15% increase from 2009, which was a recessionary year.

This is the greatest proportion of adults participating in recreational boating since 1999 when 33.4% of adults participated in boating.

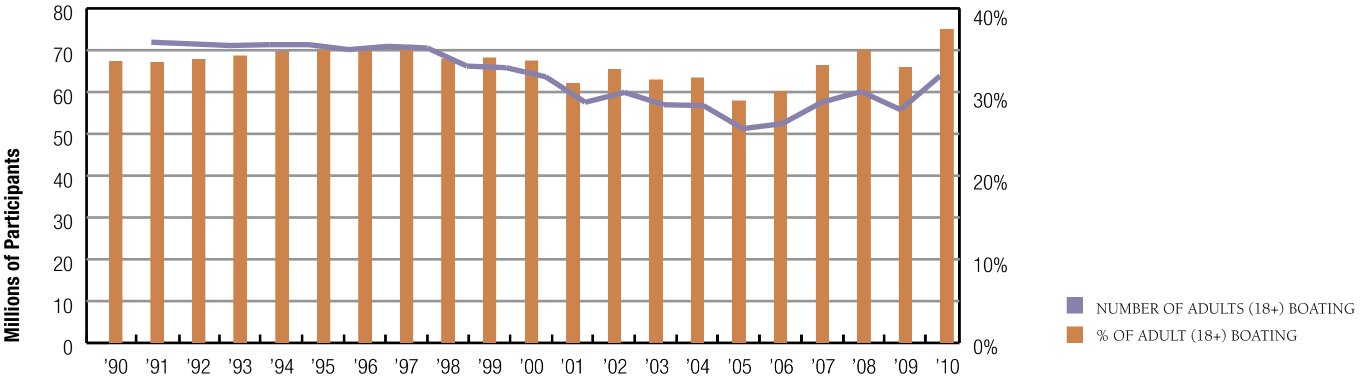
The number of adults who went boating at least once during the year grew 15% in 2010, compared to 2009.

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	65.2	28.3%
2010	**75.0**	**32.4%**

CHART 1.1



1.2 Total recreational boats in use

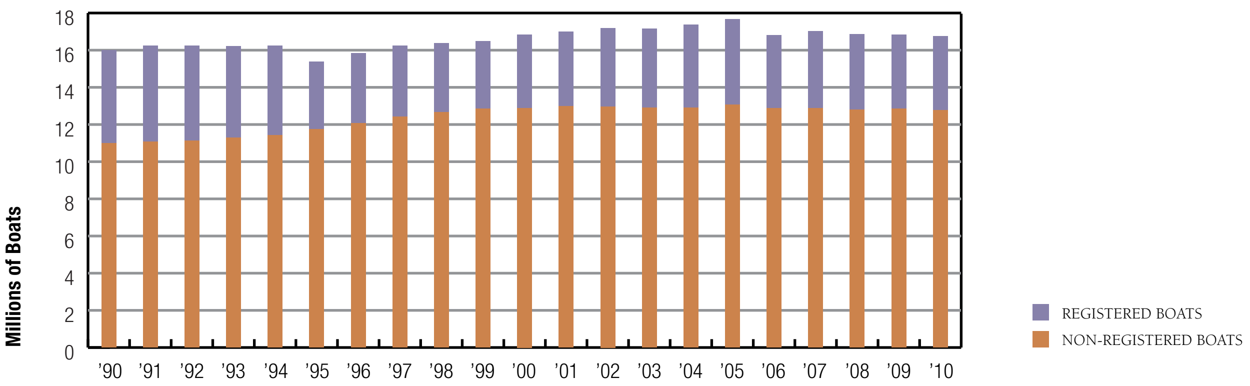
The total number of recreational boats in use during 2010 decreased approximately one percent or 150,000 vessels. It is estimated that there were 16.67 million boats in use during 2010, compared to 16.82 million in 2009.

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	12.83	3.98	16.80
2009	12.85	3.98	16.82
2010 est.	**12.78**	**3.88**	**16.67**

CHART 1.2



1.3 Recreational boats in use by type

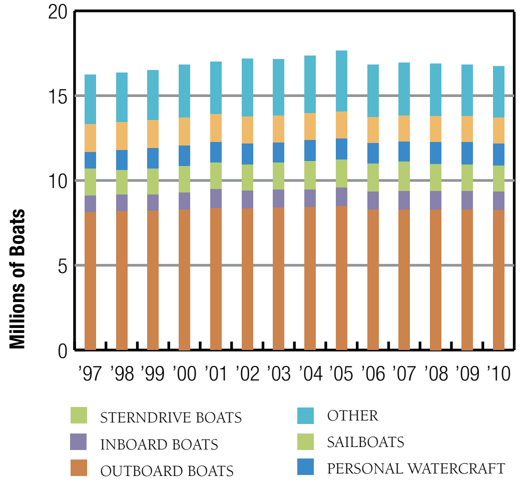
Outboards were the most popular type of recreational boat in use for the 14th consecutive year; of the 16.7 million boats on the water in 2010, almost half (49%) were outboard boats.

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 est.	**8.24**	**1.08**	**1.52**	**1.30**	**1.53**	**2.99**	**16.67**

CHART 1.3



1.4 Boats retired from fleet

An estimated 298,620 boats were retired from the fleet in 2010; 51% were outboard boats and nearly 26% were inboard boats/PWCs.

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 projected	**298,620**	**152,500**	**77,280**	**57,500**	**11,340**
2011 projected	305,830	157,000	77,670	60,000	11,160
2012 projected	331,230	171,000	78,180	72,000	10,050
2013 projected	341,476	177,500	78,540	74,000	11,436
2014 projected	298,850	145,500	78,690	66,500	8,160
2015 projected	245,130	113,500	76,770	48,500	6,360
2016 projected	211,820	97,500	75,210	36,500	2,610
2017 projected	211,935	96,000	75,255	37,500	3,180

Changes in annual registrations are used in developing estimates of power boats 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. Analysis of the 2009 U.S. Boat Registrations report indicates that an estimated 191,260 boats were retired from the fleet in 2009 with six of 10 coming from the outboard boat segment and more than a fifth coming from the sterndrive boat segment.

3.1 New boats: Retail market data

New boat sales declined 10% in 2010 to 517,745 units with a retail dollar value of $5.8 billion, 15% less than the previous year.

Outboard engine sales in 2010 totaled 178,900 units, 1% less than in 2009; dollar sales were up 4% to $1.7 billion.

SOURCE: NMMA

TABLE 3.1

		2000	2001	2002	2003	2004	2005	2006
Outboard Boats	Total Units Sold	241,200	217,800	212,000	207,100	216,600	213,300	204,200
	Retail Value (Billions of Dollars)	$2.216	$2.209	$2.437	$2.743	$2.868	$3.201	$3.216
	Average Unit Cost	$9,188	$10,144	$11,495	$13,244	$13,239	$15,006	$15,748
Outboard Engines	Total Units Sold	348,700	299,100	302,100	305,400	315,300	312,000	301,700
	Retail Value (Billions of Dollars)	$2.902	$2.411	$2.479	$2.555	$2.879	$3.155	$3.255
	Average Unit Cost	$8,322	$8,061	$8,205	$8,365	$9,131	$10,112	$10,790
Boat Trailers	Total Units Sold	158,500	135,900	141,200	130,600	133,400	134,100	130,900
	Retail Value (Billions of Dollars)	$0.184	$0.182	$0.201	$0.202	$0.228	$0.248	$0.296
	Average Unit Cost	$1,164	$1,337	$1,421	$1,547	$1,709	$1,846	$2,260
Inboard Boats—	Total Units Sold	13,600	11,100	10,500	11,100	11,600	12,600	13,100
Ski/Wakeboard Boats	Retail Value (Billions of Dollars)	$0.366	$0.353	$0.399	$0.403	$0.435	$0.508	$0.568
	Average Unit Cost	$26,944	$31,763	$37,982	$36,332	$37,533	$40,297	$43,386
Inboard Boats—Cruisers	Total Units Sold	10,300	10,800	11,800	8,100	8,600	7,800	6,900
	Retail Value (Billions of Dollars)	$2.926	$3.758	$4.337	$3.020	$3.335	$3.119	$3.070
	Average Unit Cost	$284,054	$348,007	$367,505	$372,830	$387,771	$399,815	$444,872
Sterndrive Boats	Total Units Sold	78,400	72,000	69,300	69,200	71,100	72,300	67,700
	Retail Value (Billions of Dollars)	$2.245	$2.218	$2.192	$2.221	$2.368	$2.573	$2.724
	Average Unit Cost	$28,634	$30,802	$31,634	$32,097	$33,306	$35,592	$40,237
Canoes	Total Units Sold	111,800	105,800	100,000	86,700	93,900	77,200	99,900
	Retail Value (Billions of Dollars)	$0.065	$0.057	$0.057	$0.050	$0.057	$0.048	$0.058
	Average Unit Cost	$577	$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	—	—	—	$2,211	$2,047	$1,912	$1,921
Personal Watercraft	Total Units Sold	92,000	80,900	79,300	80,600	79,500	80,200	82,200
	Retail Value (Billions of Dollars)	$0.720	$0.641	$0.698	$0.717	$0.733	$0.762	$0.792
	Average Unit Cost	$7,828	$7,929	$8,798	$8,890	$9,226	$9,495	$9,636
Jet Boats	Total Units Sold	7,000	6,200	5,100	5,600	5,600	6,700	6,200
	Retail Value (Billions of Dollars)	$0.124	$0.119	$0.108	$0.115	$0.130	$0.168	$0.152
	Average Unit Cost	$17,663	$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
	Average Unit Cost	—	—	—	—	—	$720,210	$783,912
Sailboats*	Total Units Sold	22,500	18,600	15,800	15,000	14,300	14,400	12,900
	Retail Value (Billions of Dollars)	$0.761	$0.639	$0.568	$0.540	$0.603	$0.647	$0.652
	Average Unit Cost	$33,805	$34,336	$35,936	$35,983	$42,195	$44,926	$50,557
TOTAL NEW BOAT SALES	**UNITS**	**576,800**	**880,300**	**844,100**	**837,900**	**870,650**	**864,450**	**912,130**
	TOTAL DOLLARS (BILLIONS)	**$8.662**	**$10.171**	**$10.952**	**$10.027**	**$10.754**	**$11.574**	**$11.891**
	PERCENT CHANGE UNITS	**-1.0%**	**52.6%**	**-4.1%**	**-0.7%**	**3.9%**	**-0.7%**	**5.5%**
	PERCENT CHANGE DOLLARS	**21.6%**	**17.4%**	**7.7%**	**-8.5%**	**7.3%**	**7.6%**	**2.7%**

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

		2007	2008	2009	2010	% CHANGE
Outboard Boats	Total Units Sold	188,700	151,400	117,500	**112,800**	-4.0%
	Retail Value (Billions of Dollars)	$3.359	$2.803	$2.157	**$1.863**	-13.6%
	Average Unit Cost	$17,798	$18,513	$18,356	**$16,517**	-10.0%
Outboard Engines	Total Units Sold	275,500	227,000	180,700	**178,900**	-1.0%
	Retail Value (Billions of Dollars)	$2.689	$2.071	$1.659	**$1.722**	3.8%
	Average Unit Cost	$9,761	$9,125	$9,178	**$9,624**	4.8%
Boat Trailers	Total Units Sold	126,200	92,400	56,900	**65,100**	14.4%
	Retail Value (Billions of Dollars)	$0.232	$0.162	$0.088	**$0.102**	15.5%
	Average Unit Cost	$1,839	$1,750	$1,555	**$1,569**	0.9%
Inboard Boats—	Total Units Sold	12,000	8,900	6,500	**5,000**	-23.1%
Ski/Wakeboard Boats	Retail Value (Billions of Dollars)	$0.567	$0.449	$0.348	**$0.287**	-17.5%
	Average Unit Cost	$47,234	$50,400	$53,516	**$57,422**	7.3%
Inboard Boats—Cruisers	Total Units Sold	6,200	4,200	3,000	**2,330**	-22.3%
	Retail Value (Billions of Dollars)	$2.888	$2.548	$1.921	**$1.750**	-8.9%
	Average Unit Cost	$465,826	$606,621	$640,418	**$750,917**	17.3%
Sterndrive Boats	Total Units Sold	60,400	38,500	26,550	**18,700**	-29.6%
	Retail Value (Billions of Dollars)	$2.672	$1.789	$1.244	**$0.914**	-26.5%
	Average Unit Cost	$44,238	$46,459	$46,858	**$48,882**	4.3%
Canoes	Total Units Sold	99,600	73,700	89,600	**77,100**	-14.0%
	Retail Value (Billions of Dollars)	$0.055	$0.040	$0.043	**$0.037**	-14.0%
	Average Unit Cost	$553	$547	$482	**$482**	0.0%
Kayaks	Total Units Sold	346,600	322,700	254,000	**228,000**	-10.2%
	Retail Value (Billions of Dollars)	$0.184	$0.171	$0.147	**$0.132**	-10.2%
	Average Unit Cost	$531	$531	$578	**$578**	0.0%
Inflatables	Total Units Sold	29,400	28,300	21,700	**24,300**	12.0%
	Retail Value (Billions of Dollars)	$0.118	$0.084	$0.084	**$0.067**	-20.7%
	Average Unit Cost	$4,012	$2,952	$3,868	**$2,740**	-29.2%
Personal Watercraft	Total Units Sold	79,900	62,600	44,500	**41,600**	-6.5%
	Retail Value (Billions of Dollars)	$0.793	$0.670	$0.500	**$0.463**	-7.5%
	Average Unit Cost	$9,931	$10,703	$11,242	**$11,123**	-1.1%
Jet Boats	Total Units Sold	6,800	4,900	3,550	**3,500**	-1.4%
	Retail Value (Billions of Dollars)	$0.189	$0.138	$0.160	**$0.115**	8.5%
	Average Unit Cost	$27,784	$28,088	$29,774	**$32,752**	10.0%
Houseboats**	Total Units Sold	420	320	220	**115**	-47.7%
	Retail Value (Billions of Dollars)	$0.197	$0.150	$0.099	**$0.051**	-48.9%
	Average Unit Cost	$470,093	$470,093	$452,264	**$441,954**	-2.3%
Sailboats*	Total Units Sold	11,800	9,300	5,400	**4,300**	-20.4%
	Retail Value (Billions of Dollars)	$0.716	$0.448	$0.197	**$0.179**	-9.0%
	Average Unit Cost	$60,708	$48,157	$36,503	**$41,717**	14.3%
TOTAL NEW BOAT SALES	**UNITS**	**841,820**	**704,820**	**572,520**	**517,745**	-9.6%
	TOTAL DOLLARS (BILLIONS)	**$11.739**	**$9.289**	**$6.847**	**$5.857**	-14.5%
	PERCENT CHANGE UNITS	**-7.7%**	**-16.3%**	**-18.9%**	**-9.6%**	
	PERCENT CHANGE DOLLARS	**-1.3%**	**-20.9%**	**-26.3%**	**-14.5%**	

3.1.1 Traditional powerboat market

Unit sales of traditional powerboats (outboard, sterndrive, inboard, and jet boats) declined 9% to 142,330 units in 2010.

Total dollar sales for the traditional powerboat market in 2010 were down 15% compared to 2009, falling to $4.9 billion.

The average price of a traditional powerboat declined 6% to $34,628.

SOURCE: NMMA

TABLE 3.1.1

		2000	2001	2002	2003	2004	2005	2006
Outboard Boats	Total Units Sold	241,200	217,800	212,000	207,100	216,600	213,300	204,200
	Retail Value (Billions of Dollars)	$2.216	$2.209	$2.437	$2.743	$2.868	$3.201	$3.216
	Average Unit Cost	$9,188	$10,144	$11,495	$13,244	$13,239	$15,006	$15,748
Inboard Boats—Ski/Wakeboard Boats	Total Units Sold	13,600	11,100	10,500	11,100	11,600	12,600	13,100
	Retail Value (Billions of Dollars)	$0.366	$0.353	$0.399	$0.403	$0.435	$0.508	$0.568
	Average Unit Cost	$26,944	$31,763	$37,982	$36,332	$37,533	$40,297	$43,386
Inboard Boats—Cruisers	Total Units Sold	10,300	10,800	11,800	8,100	8,600	7,800	6,900
	Retail Value (Billions of Dollars)	$2.926	$3.758	$4.337	$3.020	$3.335	$3.119	$3.070
	Average Unit Cost	$284,054	$348,007	$367,505	$372,830	$387,771	$399,815	$444,872
Sterndrive Boats	Total Units Sold	78,400	72,000	69,300	69,200	71,100	72,300	67,700
	Retail Value (Billions of Dollars)	$2.245	$2.218	$2.192	$2.221	$2.368	$2.573	$2.724
	Average Unit Cost	$28,634	$30,802	$31,634	$32,097	$33,306	$35,592	$40,237
Jet Boats	Total Units Sold	7,000	6,200	5,100	5,600	5,600	6,700	6,200
	Retail Value (Billions of Dollars)	$0.124	$0.119	$0.108	$0.115	$0.130	$0.168	$0.152
	Average Unit Cost	$17,663	$19,144	$21,176	$20,584	$23,280	$25,108	$24,443
TOTAL TRADITIONAL POWERBOATS	**TOTAL UNITS SOLD**	**350,500**	**317,900**	**308,700**	**301,100**	**313,500**	**312,700**	**298,100**
	PERCENT CHANGE	**4.1%**	**-9.3%**	**-2.9%**	**-2.5%**	**4.1%**	**-0.3%**	**-4.7%**
	RETAIL VALUE (BILLIONS)	**$7.877**	**$8.657**	**$9.472**	**$8.502**	**$9.136**	**$9.569**	**$9.729**
	PERCENT CHANGE	**25.3%**	**9.9%**	**9.4%**	**-10.2%**	**7.5%**	**4.7%**	**1.7%**
	AVERAGE UNIT COST	**$22,474**	**$27,231**	**$30,685**	**$28,238**	**$29,143**	**$30,600**	**$32,638**
	PERCENT CHANGE	**20.4%**	**21.2%**	**12.7%**	**-8.0%**	**3.2%**	**5.0%**	**6.7%**

		2007	2008	2009	2010	% CHANGE
Outboard Boats	Total Units Sold	188,700	151,400	117,500	**112,800**	-4.0%
	Retail Value (Billions of Dollars)	$3.359	$2.803	$2.157	**$1.863**	-13.6%
	Average Unit Cost	$17,798	$18,513	$18,356	**$16,517**	-10.0%
Inboard Boats— Ski/Wakeboard Boats	Total Units Sold	12,000	8,900	6,500	**5,000**	-23.1%
	Retail Value (Billions of Dollars)	$0.567	$0.449	$0.348	**$0.287**	-17.5%
	Average Unit Cost	$47,234	$50,400	$53,516	**$57,422**	7.3%
Inboard Boats—Cruisers	Total Units Sold	6,200	4,200	3,000	**2,330**	-22.3%
	Retail Value (Billions of Dollars)	$2.888	$2.548	$1.921	**$1.750**	-8.9%
	Average Unit Cost	$465,826	$606,621	$640,418	**$750,917**	17.3%
Sterndrive Boats	Total Units Sold	60,400	38,500	26,550	**18,700**	-29.6%
	Retail Value (Billions of Dollars)	$2.672	$1.789	$1.244	**$0.914**	-26.5%
	Average Unit Cost	$44,238	$46,459	$46,858	**$48,882**	4.3%
Jet Boats	Total Units Sold	6,800	4,900	3,550	**3,500**	-1.4%
	Retail Value (Billions of Dollars)	$0.189	$0.138	$0.106	**$0.115**	8.5%
	Average Unit Cost	$27,784	$28,088	$29,774	**$32,752**	10.0%
TOTAL TRADITIONAL POWERBOATS	**TOTAL UNITS SOLD**	**274,100**	**207,900**	**157,100**	**142,330**	**-9.4%**
	PERCENT CHANGE	**-8.1%**	**-24.2%**	**-24.4%**	**-9.4%**	
	RETAIL VALUE (BILLIONS)	**$9.674**	**$7.726**	**$5.776**	**$4.929**	**-14.7%**
	PERCENT CHANGE	**-0.6%**	**-20.1%**	**-25.2%**	**-14.7%**	
	AVERAGE UNIT COST	**$35,295**	**$37,160**	**$36,765**	**$34,628**	**-5.8%**
	PERCENT CHANGE	**8.1%**	**5.3%**	**-1.1%**	**-5.8%**	

3.2 Annual retail unit sales estimates

517,630 new boats were sold in 2010; 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**

— 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.

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

Recreational boating retail expenditures for product and services totaled $30.4 billion in 2010, a 1.3% decline from the previous year.

517,745 new boats were sold in 2010, down 10% compared to 2009.

SOURCE: NMMA

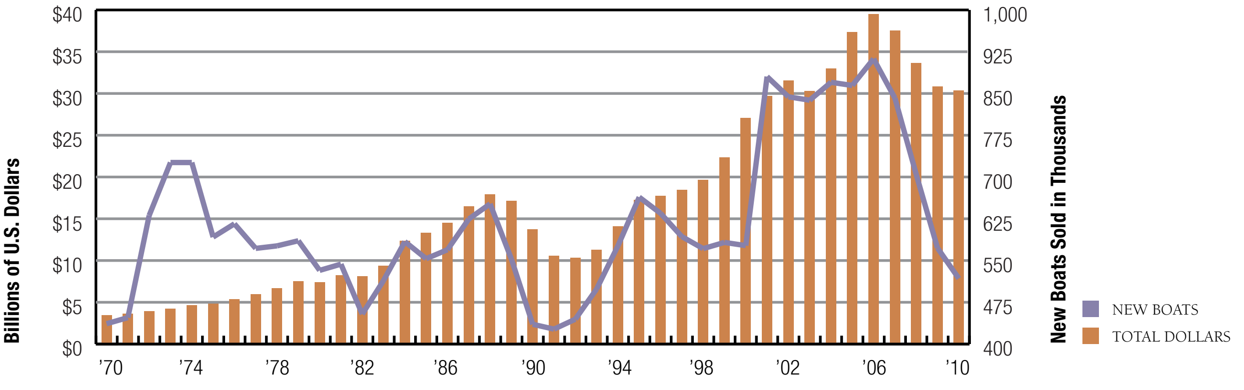
TABLE 5.1

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

*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



5.2 Retail expenditure estimates for recreational boating

New boat and engine retail sales totaled $7.6 billion in 2010, an 11% decrease from the previous year.

Pre-owned boat and engine retail sales totaled $11.5 billion, relatively unchanged from 2009.

Retail expenditures for recreational marine products and services in 2010 totaled $30.4 billion, down 1% from the previous year.

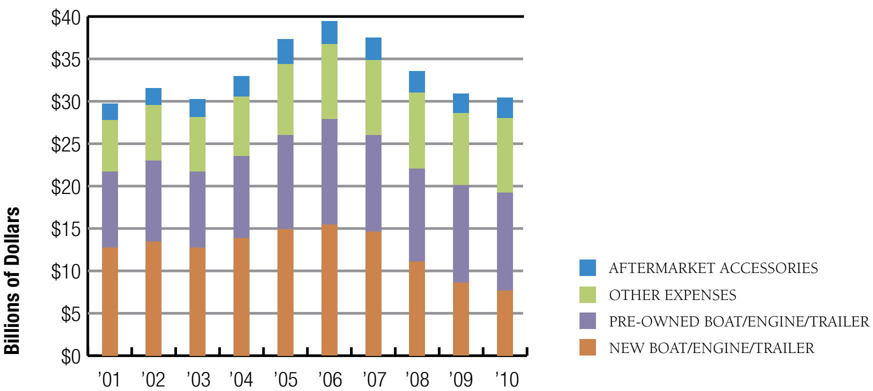
SOURCE: NMMA

TABLE 5.2

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	% CHANGE
New Boats	880,300†	844,100	837,900††	870,100	864,450	912,130	841,820	704,820	572,520	**517,745**	-9.6%
Total New Boat Retail Dollars (Billions)	$10.171	$10.952	$10.027	$10.754	$11.574	$11.891	$11.739	$9.177	$6.847	**$5.857**	-14.5%
Average New Boat Retail Price	$11,554	$12,975	$11,967	$12,360	$13,389	$13,037	$13,944	$13,021	$11,959	**$11,312**	-5.4%
Pre-owned Boats*	1,056,600	1,067,300	1,006,200	1,006,400	1,032,100	1,004,200	961,800	886,800	953,200	**929,900**	-2.4%
Total Pre-owned Boat Dollars (Billions)	$7.486	$7.983	$7.362	$7.901	$9.112	$10.535	$9.641	$9.451	$9.840	**$9.923**	0.8%
Average Pre-owned Boat Price	$7,085	$7,480	$7,316	$7,850	$8,829	$10,491	$10,024	$10,658	$10,323	**$10,671**	3.4%
New Outboard Engines	299,100	302,100	305,400	315,300	312,000	301,700	275,500	227,000	180,700	**178,900**	-1.0%
Total New Outboard Motor Retail Dollars (Billions)	$2.411	$2.480	$2.555	$2.879	$3.155	$3.255	$2.689	$2.071	$1.659	**$1.722**	3.8%
Average New Outboard Motor Retail Price	$8,061	$8,209	$8,365	$9,131	$10,112	$10,790	$9,761	$9,125	$9,178	**$9,624**	4.8%
Pre-owned Outboard Engines	509,278	514,386	520,005	536,862	531,200	515,700	469,100	463,100	504,600	**482,985**	-4.3%
Total Pre-owned Outboard Motor Dollars (Billions)	$1.478	$1.520	$1.566	$1.765	$1.934	$1.947	$1.741	$1.479	$1.621	**$1.627**	0.4%
Average Pre-owned Outboard Motor Price	$2,902	$2,955	$3,011	$3,287	$3,641	$3,776	$3,711	$3,194	$3,212	**$3,368**	4.9%
New Boat Trailers	135,900	141,200	130,600	133,400	134,100	130,900	126,200	92,400	56,900	**65,100**	14.4%
Total New Boat Trailer Retail Dollars (Billions)	$0.182	$0.201	$0.202	$0.228	$0.248	$0.296	$0.232	$0.162	$0.088	**$0.102**	15.5%
Average New Boat Trailer Retail Price	$1,337	$1,421	$1,547	$1,709	$1,849	$2,260	$1,839	$1,750	$1,555	**$1,569**	0.9%
Estimated Boat/Motor/Trailer Dollars (Billions)	$21.728	$23.135	$27.711	$23.526	$26.023	$27.925	$26.042	$22.341	20.055	**$19.320**	-4.1%
Estimated Accessory Aftermarket Sales (Billions)	$1.937	$2.028	$2.124	$2.421	$2.905	$2.760	$2.608	$2.431	$2.309	**$2.443**	5.8%
SUB TOTAL (Billions)	$23.665	$25.164	$23.834	$25.947	$28.928	$30.685	$28.650	$24.772	$22.364	**$21.674**	-3.1%
Estimated Other (fuel, finance, insurance, docking, maintenance, etc.) (Billions)	$6.058	$6.555	$6.448	$7.006	$8.389	$8.808	$8.842	$9.038	$8.457	**$8.760**	3.6%
TOTAL EXPENDITURES (Billions)	**$29.723**	**$31.719**	**$30.283**	**$32.953**	**$37.317**	**$39.493**	**$37.492**	**$33.809**	**$30.821**	**$30.434**	-1.3%
PERCENT CHANGE	**10.2%**	**6.7%**	**-4.5%**	**8.8%**	**13.2%**	**5.8%**	**-5.1%**	**-9.8%**	**-17.8%**	**-1.3%**	
TOTAL NEW BOAT EXPENDITURES (Billions)	**$12.582**	**$13.432**	**$12.581**	**$13.633**	**$14.729**	**$15.147**	**$14.428**	**$11.249**	**$8.505**	**$7.579**	-10.9%
PERCENT CHANGE	**8.8%**	**6.8%**	**-6.3%**	**8.4%**	**8.0%**	**2.8%**	**-4.7%**	**-22.0%**	**-24.4%**	**-10.9%**	
PERCENT EXPENDITURES	**58.4%**	**58.6%**	**58.5%**	**58.5%**	**57.1%**	**54.8%**	**55.9%**	**50.7%**	**42.6%**	**39.6%**	
PRE-OWNED EXPENDITURES (Billions)	**$8.964**	**$9.503**	**$8.927**	**$9.665**	**$11.046**	**$12.482**	**$11.382**	**$10.930**	**$11.461**	**$11.550**	
PERCENT CHANGE	**18.4%**	**6.0%**	**-6.1%**	**8.3%**	**14.3%**	**13.0%**	**-8.8%**	**-12.4%**	**4.9%**	**0.8%**	
PERCENT EXPENDITURES	**41.6%**	**41.4%**	**41.5%**	**41.5%**	**42.9%**	**45.2%**	**44.1%**	**49.3%**	**57.4%**	**60.4%**	

*Outboard, sterndrive, inboard, PWC, jet boat and sail.
†Includes 357,100 kayaks not previously reported.
††Includes 30,500 inflatables not previously reported.

CHART 5.2



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 $13.7 billion in 2010, a 3% decline from 2009. Total new boat sales dollars accounted for 36% of the total traditional powerboat sales, a drop of 4 points compared to the previous year.

Traditional powerboat new boat sales totaled 142,330 units, and comprised 16% of total sales, a 9% decrease compared to 2009.

SOURCE: NMMA

TABLE 5.3

NEW BOAT SALES	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	% CHANGE
Outboard Boats												
Total Units Sold	241,200	217,800	212,000	207,100	216,600	213,300	204,200	188,700	151,400	117,500	**112,800**	-4.0%
Retail Value (Billions)	$2.216	$2.209	$2.437	$2.743	$2.868	$3.201	$3.216	$3.359	$2.803	$2.157	**$1.973**	-8.5%
Average Unit Cost	$9,188	$10,144	$11,495	$13,244	$13,239	$15,006	$15,748	$17,798	$18,513	$18,356	**$17,492**	-4.7%
Inboard Boats—Ski/Wakeboard Boats												
Total Units Sold	13,600	11,100	10,500	11,100	11,600	12,600	13,100	12,000	8,900	6,500	**5,000**	-23.1%
Retail Value (Billions)	$0.366	$0.353	$0.399	$0.403	$0.435	$0.508	$0.568	$0.567	$0.449	$0.348	**$0.287**	-17.5%
Average Unit Cost	$26,944	$31,763	$37,982	$36,332	$37,533	$40,297	$43,386	$47,234	$50,403	$53,519	**$57,423**	7.3%
Inboard Boats—Cruisers												
Total Units Sold	10,300	10,800	11,800	8,100	8,600	7,800	6,900	6,200	4,200	3,000	**2,330**	-22.3%
Retail Value (Billions)	$2.926	$3.758	$4.337	$3.020	$3.335	$3.119	$3.070	$2.888	$2.548	$1.921	**$1.750**	-8.9%
Average Unit Cost	$284,054	$348,007	$367,505	$372,830	$387,771	$399,815	$444,872	$465,826	$606,621	$640,418	**$750,917**	17.3%
Sterndrive Boats												
Total Units Sold	78,400	72,000	69,300	69,200	71,100	72,300	67,700	60,400	38,500	26,550	**18,700**	-29.6%
Retail Value (Billions)	$2.245	$2.218	$2.192	$2.221	$2.368	$2.573	$2.724	$2.672	$1.789	$1.244	**$0.877**	-29.5%
Average Unit Cost	$28,634	$30,802	$31,634	$32,097	$33,306	$35,592	$40,237	$44,237	$46,459	$46,859	**$46,894**	0.1%
Jet Boats												
Total Units Sold	7,000	6,200	5,100	5,600	5,600	6,700	6,200	6,800	4,900	3,550	**3,500**	-1.4%
Retail Value (Billions)	$0.124	$0.119	$0.108	$0.115	$0.130	$0.168	$0.152	$0.189	$0.138	$0.106	**$0.115**	8.5%
Average Unit Cost	$17,663	$19,144	$21,176	$20,584	$23,280	$25,108	$24,443	$27,784	$28,088	$29,774	**$32,752**	10.0%
TOTAL NEW UNITS SOLD	**350,500**	**317,900**	**308,700**	**301,100**	**313,500**	**312,700**	**298,100**	**274,100**	**207,900**	**157,100**	**142,330**	**-9.4%**
PERCENT CHANGE		**-9.3%**	**-2.9%**	**-2.5%**	**4.1%**	**-0.3%**	**-4.7%**	**-8.1%**	**-24.2%**	**-24.4%**	**-9.4%**	
TOTAL RETAIL VALUE NEW	**$7.877**	**$8.657**	**$9.472**	**$8.502**	**$9.136**	**$9.569**	**$9.729**	**$9.674**	**$7.726**	**$5.776**	**$5.001**	**-13.4%**
PERCENT CHANGE		**9.9%**	**9.4%**	**-10.2%**	**7.5%**	**4.7%**	**1.7%**	**-0.6%**	**-20.1%**	**-25.3%**	**-13.4%**	

PRE-OWNED BOAT SALES	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	% CHANGE
Outboard Boats												
Total Units Sold	590,753	609,210	608,908	575,060	589,884	611,100	590,800	571,500	519,300	565,800	**541,600**	-4.3%
Retail Value (Billions)	$1.740	$1.657	$1.721	$2.069	$2.163	$2.853	$2.855	$2.498	$2.403	$2.596	**$2.236**	-13.9%
Average Unit Cost	$2,945	$2,719	$2,826	$3,598	$3,667	$4,669	$4,832	$4,371	$4,628	$4,589	**$4,129**	-10.0%
Inboard Boats												
Total Units Sold	50,528	47,165	50,585	49,633	46,507	47,500	46,900	45,800	40,600	39,300	**39,100**	-0.5%
Retail Value (Billions)	$2.484	$3.101	$3.572	$2.582	$2.844	$3.956	$4.219	$2.945	$3.467	$3.547	**$3.879**	9.4%
Average Unit Cost	$49,153	$65,755	$70,620	$52,030	$61,156	$83,278	$89,948	$64,297	$85,394	$90,251	**$99,209**	9.9%
Sterndrive Boats												
Total Units Sold	202,165	205,337	213,845	202,412	192,164	186,300	189,600	172,800	164,600	175,200	**175,800**	0.3%
Retail Value (Billions)	$1.694	$1.673	$1.654	$1.676	$1.786	$2.171	$2.409	$1.991	$2.187	$2.348	**$2.458**	4.7%
Average Unit Cost	$8,377	$8,148	$7,734	$8,278	$9,296	$11,651	$12,708	$11,522	$13,287	$13,401	**$13,980**	4.3%
Jet Boats												
Total Units Sold	10,073	10,441	12,002	10,161	10,462	10885	11500	11300	10,432	11,700	**11,400**	
Retail Value (Billions)	$0.084	$0.094	$0.111	$0.095	$0.102	$0.113	$0.135	$0.146	$0.142	$0.160	**$0.156**	
Average Unit Cost	$8,377	$9,011	$9,255	$9,390	$9,744	$10,413	$11,772	$12,942	$13,592	$13,709	**$13,719**	
TOTAL PRE-OWNED UNITS SOLD	**853,519**	**872,153**	**885,340**	**837,266**	**839,017**	**855,785**	**838,800**	**801,400**	**734,932**	**792,000**	**767,900**	-3.0%
PERCENT CHANGE		**2.2%**	**1.5%**	**-5.4%**	**0.2%**	**2.0%**	**-2.0%**	**-4.5%**	**-8.3%**	**7.8%**	**-3.0%**	
TOTAL PRE-OWNED VALUE (Billions)	**$6.002**	**$6.525**	**$7.058**	**$6.423**	**$6.896**	**$9.093**	**$9.618**	**$7.580**	**$8.199**	**$8.652**	**$8.730**	0.9%
PERCENT CHANGE		**8.7%**	**8.2%**	**-9.0%**	**7.4%**	**31.9%**	**5.8%**	**-21.2%**	**8.2%**	**5.5%**	**0.9%**	
TOTAL UNITS SOLD	**1,204,019**	**1,190,053**	**1,194,040**	**1,138,366**	**1,152,517**	**1,168,485**	**1,136,900**	**1,075,500**	**942,832**	**933,850**	**910,230**	
PERCENT CHANGE		**-1.2%**	**0.3%**	**-4.7%**	**1.2%**	**1.4%**	**-2.7%**	**-5.4%**	**-12.3%**	**0.7%**	**-2.5%**	
TOTAL VALUE (Billions)	**$13.879**	**$15.182**	**$16.530**	**$14.925**	**$16.032**	**$18.661**	**$19.348**	**$17.254**	**$15.925**	**$14.161**	**$13.731**	
PERCENT CHANGE		**9.4%**	**8.9%**	**-9.7%**	**7.4%**	**16.4%**	**3.7%**	**-10.8%**	**-7.7%**	**-9.5%**	**-3.0%**	
TOTAL NEW UNITS SOLD	**343,500**	**311,700**	**303,600**	**295,500**	**307,900**	**312,700**	**298,100**	**274,100**	**207,900**	**153,550**	**142,330**	
TOTAL PRE-OWNED UNITS SOLD	**843,446**	**861,712**	**873,338**	**827,105**	**828,555**	**855,785**	**838,800**	**801,400**	**734,932**	**780,300**	**767,900**	

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

Florida again ranked first in total expenditures for new powerboats, motors, trailers and accessories. Expenditures in Florida for 2010 decreased 8% compared to the previous year.

SOURCE: NMMA

STATE	RANK	NEW POWER BOATS	OUTBOARD ENGINES	BOAT TRAILERS	AFTERMARKET ACCESSORIES	TOTAL EXPENDITURES	% CHANGE	2009 TOTAL EXPENDITURES	2008 TOTAL EXPENDITURES	2007 TOTAL EXPENDITURES
AL	12	$128,934,393	$49,095,096	$3,158,187	$74,879,269	**$256,066,944**	-14.7%	**$300,135,140**	$342,283,089	$421,181,197
AK	30	$69,761,071	$33,462,842	$545,019	$13,894,574	**$117,663,507**	0.1%	**$117,578,219**	$135,584,790	$150,048,109
AZ	36	$43,045,876	$7,005,691	$915,677	$21,771,709	**$72,738,952**	-18.9%	**$89,716,556**	$148,159,057	$226,179,090
AR	24	$78,637,356	$34,573,331	$2,251,509	$53,266,962	**$168,729,158**	-1.3%	**$170,956,084**	$178,512,478	$218,648,739
CA	8	$177,490,386	$44,518,257	$3,544,594	$84,709,082	**$310,262,319**	-25.6%	**$417,176,557**	$594,740,334	$976,879,799
CO	38	$43,768,731	$8,013,194	$745,253	$17,799,933	**$70,327,111**	-15.3%	**$83,068,955**	$105,251,445	$121,633,176
CT	32	$71,589,856	$17,715,189	$822,872	$20,058,133	**$110,186,051**	3.3%	**$106,701,744**	$173,545,265	$205,247,490
DE	7	$312,749,621	$8,632,366	$709,819	$21,652,157	**$343,743,963**	4.2%	**$330,044,691**	$443,141,606	$304,048,064
DC	51	$4,323,574	$4,063,889	$11,812	$345,372	**$8,744,647**	-11.8%	**$9,916,466**	$9,167,095	$9,687,430
FL	1	$621,481,648	$234,847,298	$9,497,059	$228,901,820	**$1,094,727,825**	-8.1%	**$1,190,633,848**	$1,554,567,646	$2,129,295,749
GA	14	$129,635,737	$43,902,989	$3,016,448	$71,651,370	**$248,206,545**	-8.1%	**$270,121,508**	$334,998,330	$463,986,204
HI	50	$6,404,846	$4,811,786	$121,490	$2,895,810	**$14,233,933**	-20.2%	**$17,832,431**	$22,990,403	$50,433,321
ID	33	$74,807,462	$6,408,275	$573,705	$14,412,632	**$96,202,073**	-15.8%	**$114,263,517**	$139,797,107	$176,073,703
IL	15	$132,669,703	$40,923,353	$2,910,707	$69,379,886	**$245,883,649**	5.2%	**$233,742,291**	$301,379,169	$359,228,332
IN	26	$75,445,644	$25,129,919	$1,813,356	$43,065,210	**$145,454,129**	0.5%	**$144,688,461**	$185,777,552	$218,912,270
IA	29	$59,580,982	$20,837,051	$1,566,438	$37,047,770	**$119,032,241**	-8.6%	**$130,235,558**	$125,808,954	$157,155,134
KS	39	$32,135,454	$8,191,520	$732,879	$17,401,427	**$58,461,280**	5.4%	**$55,473,784**	$78,021,350	$79,768,989
KY	28	$60,389,204	$27,356,548	$1,629,996	$38,562,093	**$127,937,841**	0.0%	**$127,889,623**	$154,416,486	$177,201,715
LA	5	$146,748,784	$111,038,960	$4,163,857	$98,683,358	**$360,634,959**	-2.6%	**$370,073,670**	$433,158,917	$469,494,655
ME	34	$49,385,927	$14,535,980	$821,185	$19,726,045	**$84,469,137**	-7.6%	**$91,398,618**	$119,821,330	$167,075,708
MD	22	$114,411,810	$31,444,763	$1,480,383	$35,918,670	**$183,255,626**	1.2%	**$181,077,953**	$248,503,250	$340,947,731
MA	25	$98,826,244	$36,479,105	$1,111,412	$27,178,106	**$163,594,867**	1.4%	**$161,268,089**	$220,717,438	$256,920,248
MI	6	$179,788,316	$56,938,733	$4,609,322	$109,469,585	**$350,805,956**	10.6%	**$317,220,411**	$373,203,140	$476,329,790
MN	11	$125,591,641	$66,228,904	$3,921,439	$92,878,454	**$288,620,438**	-5.5%	**$305,264,953**	$382,032,670	$448,913,366
MS	31	$48,849,190	$26,553,457	$1,507,943	$35,639,716	**$112,550,306**	-16.9%	**$135,511,040**	$158,867,633	$190,983,007
MO	20	$103,092,957	$36,503,080	$2,605,856	$61,914,542	**$204,116,434**	-2.6%	**$209,656,295**	$266,948,621	$335,679,518
MT	37	$47,041,465	$8,324,239	$652,448	$15,780,836	**$71,798,988**	-2.2%	**$73,418,386**	$93,115,472	$96,665,995
NE	42	$24,449,622	$8,050,302	$673,259	$15,913,671	**$49,086,854**	0.0%	**$49,095,062**	$61,481,507	$60,375,119
NV	46	$21,996,389	$3,334,949	$344,785	$8,302,207	**$33,978,331**	-16.4%	**$40,640,886**	$63,308,103	$99,008,200
NH	35	$49,391,489	$8,479,785	$836,934	$19,938,581	**$78,646,789**	-6.7%	**$84,328,081**	$87,894,305	$139,981,779
NJ	23	$111,441,363	$29,188,385	$1,687,929	$40,727,308	**$183,044,985**	-18.9%	**$225,790,951**	$297,037,953	$347,517,879
NM	47	$13,401,642	$3,025,787	$323,412	$7,651,314	**$24,402,156**	-15.9%	**$29,009,706**	$39,489,255	$34,735,021
NY	3	$247,633,186	$58,632,676	$3,789,824	$91,297,714	**$401,353,400**	5.3%	**$381,176,600**	$509,727,145	$600,366,673
NC	4	$191,909,909	$73,593,981	$3,852,819	$91,523,534	**$360,880,243**	-8.7%	**$395,370,300**	$504,277,454	$664,855,846
ND	40	$24,423,213	$13,474,983	$756,503	$17,879,634	**$56,534,332**	5.2%	**$53,741,728**	$57,535,995	$52,466,607
OH	16	$136,374,432	$29,528,551	$2,775,717	$66,019,153	**$234,697,853**	5.5%	**$222,390,573**	$266,070,874	$302,039,178
OK	21	$109,136,100	$22,637,633	$2,366,250	$56,122,922	**$190,262,904**	-7.3%	**$205,166,330**	$231,771,374	$220,344,084
OR	27	$87,945,593	$22,016,152	$1,010,732	$24,800,354	**$135,772,831**	-8.4%	**$148,255,108**	$182,273,601	$277,760,057
PA	17	$131,885,863	$32,830,827	$2,466,367	$59,098,433	**$226,281,490**	11.9%	**$202,295,555**	$235,249,667	$251,421,990
RI	43	$35,710,397	$6,324,386	$248,043	$6,283,111	**$48,565,937**	-14.0%	**$56,497,085**	$60,218,618	$88,734,532
SC	19	$110,682,727	$47,761,491	$2,532,737	$60,121,265	**$221,098,219**	-8.7%	**$242,111,968**	$336,422,777	$465,078,700
SD	44	$20,888,840	$9,601,793	$565,830	$13,389,800	**$44,446,263**	6.2%	**$41,850,836**	$53,470,054	$46,915,258
TN	18	$116,360,866	$41,209,895	$2,674,475	$63,535,132	**$223,780,369**	-3.9%	**$232,938,784**	$290,762,564	$375,850,357
TX	2	$436,334,795	$136,721,470	$9,678,170	$229,340,176	**$812,074,612**	-10.4%	**$906,038,110**	$1,060,294,537	$1,145,897,153
UT	41	$33,118,236	$4,213,954	$538,270	$12,858,459	**$50,728,918**	-12.2%	**$57,745,051**	$87,164,627	$119,682,320
VT	48	$14,375,414	$2,935,546	$237,919	$5,698,635	**$23,247,514**	-0.2%	**$23,292,739**	$23,738,943	$32,609,451
VA	13	$140,932,372	$43,986,004	$2,577,733	$61,635,587	**$249,131,697**	-9.1%	**$274,064,987**	$322,885,615	$437,542,631
WA	9	$202,037,663	$46,178,809	$1,975,343	$48,803,696	**$298,995,512**	-11.7%	**$338,733,741**	$402,881,675	$555,993,293
WV	45	$21,297,442	$6,504,739	$635,012	$14,997,107	**$43,434,300**	-8.0%	**$47,219,492**	$54,334,123	$53,388,485
WI	10	$133,561,206	$61,155,375	$3,946,187	$93,449,646	**$292,112,414**	-2.0%	**$298,150,574**	$361,366,391	$458,766,451
WY	49	$12,174,763	$2,736,312	$206,984	$4,968,041	**$20,086,099**	-23.9%	**$26,409,205**	$33,682,419	$30,990,307
TOTAL		**$5,464,051,400**	**$1,721,659,600**	**$102,141,900**	**$2,443,240,000**	**$9,731,092,900**	**-5.9%**	**$10,337,378,300**	**$12,947,850,200**	**$16,090,939,900**

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

6.1 U.S. state recreational boat registrations

Boat registrations grew 0.2% in 2009, an increase of 28,768 boats.

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

SOURCE: USCG/NMMA

TABLE 6.1

2009 RANKING	STATE	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	% CHANGE '09 VS '08
16	AL	265,458	262,016	264,191	262,249	264,006	265,172	271,658	274,176	272,558	**270,726**	-0.7%
45	AK	29,113	41,110	45,734	51,416	49,225	49,127	49,533	47,548	47,534	**48,892**	2.9%
30	AZ	148,748	148,623	147,829	147,213	147,294	148,343	145,023	144,570	140,291	**136,463**	-2.7%
23	AR	177,912	199,713	199,293	196,215	205,745	205,414	199,189	206,195	199,104	**198,805**	-0.2%
2	CA	904,863	957,463	896,090	963,379	894,884	963,758	893,828	964,881	858,853	**906,988**	5.6%
33	CO	104,880	104,476	101,957	100,575	98,079	98,512	98,067	98,055	95,330	**95,822**	0.5%
31	CT	103,218	105,362	107,641	107,907	111,992	108,702	108,701	108,539	110,650	**109,213**	-1.3%
40	DE	46,719	47,486	49,563	49,935	51,797	52,119	59,192	61,569	56,669	**61,523**	8.6%
51	DC	2,791	1,984	1,909	2,152	2,908	2,528	2,425	2,866	2,922	**2,798**	-4.2%
1	FL	840,684	902,964	922,597	939,968	946,072	973,859	988,652	991,680	974,553	**949,030**	-2.6%
12	GA	322,681	327,026	325,135	326,718	322,252	318,212	336,579	344,597	350,479	**352,054**	0.4%
50	HI	13,807	13,903	15,445	15,600	13,205	15,302	15,109	15,094	15,404	**15,709**	2.0%
36	ID	85,438	81,932	81,844	82,676	83,639	85,083	88,464	91,612	89,026	**90,501**	1.7%
11	IL	372,162	369,626	398,431	360,252	393,856	380,865	383,615	379,454	378,208	**373,530**	-1.2%
19	IN	219,189	218,255	218,363	216,145	213,309	214,696	164,678	241,474	271,532	**268,424**	-1.1%
21	IA	223,573	210,841	229,705	210,836	228,140	243,924	234,335	213,767	231,333	**247,190**	6.9%
35	KS	103,190	102,755	101,858	100,463	98,512	97,748	95,677	93,900	91,067	**90,522**	-0.6%
27	KY	169,670	171,930	173,900	173,418	174,463	176,257	177,951	176,716	173,981	**176,535**	1.5%
15	LA	314,321	322,779	327,272	307,051	309,950	308,104	306,366	301,249	302,753	**303,111**	0.1%
32	ME	119,243	119,243	119,243	90,604	94,582	111,756	113,276	112,818	109,657	**109,169**	-0.4%
24	MD	208,186	197,005	198,012	198,395	206,681	205,812	204,277	202,892	199,087	**196,806**	-1.1%
29	MA	138,861	146,475	151,998	156,121	150,683	150,026	148,640	145,496	145,113	**142,625**	-1.7%
4	MI	1,000,049	1,003,947	1,000,337	953,554	944,800	944,138	828,529	830,743	816,752	**811,670**	-0.6%
3	MN	812,247	826,048	834,974	845,379	853,448	853,489	862,937	866,496	867,446	**811,775**	-6.4%
25	MS	292,335	300,970	199,037	201,457	209,216	208,466	179,433	180,356	191,312	**194,016**	1.4%
14	MO	334,460	335,521	325,717	326,153	326,210	326,749	324,826	321,782	322,253	**314,131**	-2.5%
37	MT	51,325	50,808	51,269	53,384	59,271	70,616	81,935	79,651	84,988	**83,394**	-1.9%
38	NE	73,638	74,653	75,927	75,763	77,636	82,921	83,313	83,722	83,280	**80,089**	-3.8%
43	NV	61,722	61,122	60,210	58,580	57,612	57,726	59,957	59,895	57,519	**56,053**	-2.5%
34	NH	97,925	99,520	101,638	100,835	101,626	102,268	101,297	100,261	96,205	**95,402**	-0.8%
28	NJ	243,281	206,562	209,419	207,588	209,678	199,106	205,967	183,147	185,359	**173,994**	-6.1%
47	NM	70,464	36,127	41,430	40,294	38,439	38,863	38,794	38,100	33,304	**36,544**	9.7%
7	NY	525,436	526,190	529,732	528,094	519,066	508,536	497,975	494,020	485,541	**479,161**	-1.3%
10	NC	349,631	353,560	353,625	359,857	356,946	362,784	370,291	375,815	371,879	**405,663**	9.1%
44	ND	47,722	51,483	44,292	49,249	52,961	44,498	49,638	53,519	46,067	**51,609**	12.0%
9	OH	416,798	414,658	413,276	413,048	414,938	412,375	412,256	415,228	416,586	**424,877**	2.0%
22	OK	230,524	229,454	228,064	229,778	206,049	216,913	216,556	223,758	196,052	**205,079**	4.6%
26	OR	195,691	195,636	194,691	197,591	190,119	187,640	186,497	184,147	180,063	**180,552**	0.3%
13	PA	359,360	359,525	357,729	355,235	354,079	349,159	344,190	342,427	338,316	**337,747**	-0.2%
46	RI	40,265	41,224	42,474	43,007	43,671	43,656	43,375	43,665	42,524	**42,519**	0.0%
8	SC	383,734	382,072	383,971	380,314	397,458	416,763	436,075	442,040	436,844	**435,528**	-0.3%
41	SD	50,935	51,226	52,066	53,469	51,604	53,038	53,430	53,570	56,604	**60,094**	6.2%
18	TN	269,583	256,670	259,235	261,636	261,465	267,567	271,687	274,914	271,475	**269,361**	-0.8%
6	TX	626,761	621,244	624,390	619,088	616,779	614,616	595,934	599,567	597,428	**622,184**	4.1%
39	UT	79,397	79,586	78,887	76,178	74,293	75,635	76,481	76,921	73,009	**72,419**	-0.8%
48	VT	33,686	33,988	33,931	33,260	32,498	32,756	32,090	31,482	30,429	**30,480**	0.2%
20	VA	237,228	240,509	243,590	241,993	242,642	245,073	248,091	251,440	249,312	**249,235**	0.0%
17	WA	257,625	260,335	266,717	265,773	266,056	267,793	270,627	270,789	264,393	**269,845**	2.1%
42	WV	60,895	63,061	54,358	58,717	63,504	50,061	57,422	63,064	49,930	**57,415**	15.0%
49	WI	573,920	575,920	619,124	610,800	605,467	639,198	635,751	617,366	634,546	**626,304**	-1.3%
	WY	26,926	27,221	28,322	25,725	25,897	26,270	26,296	26,956	27,243	**27,955**	2.6%
	U.S. Territories	63,873	64,539	67,612	69,529	66,774	68,422	69,241	71,579	70,129	**70,010**	-0.2%
TOTAL U.S.		**12,718,270**	**12,876,346**	**12,854,054**	**12,794,616**	**12,714,702**	**12,873,992**	**12,676,885**	**12,803,989**	**12,622,763**	**12,721,541**	
PERCENT CHANGE		**0.4%**	**0.7%**	**-0.2%**	**-0.5%**	**-0.1%**	**1.3%**	**-1.5%**	**1.0%**	**-1.4%**	**0.2%**	

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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.

OTHER FISHBOAT

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

PERFORMANCE BOATS

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

RUNABOUT (BOWRIDER)

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

RUNABOUT (CUDDY)

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

TOURNAMENT SKI

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

TRAWLER

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

UTILITY

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

WALK AROUND

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

Industry Statistical Reports

MSR (MONTHLY SHIPMENT REPORT)

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

QUARTERLY MARINE REGISTRATION REPORT

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

2006 U.S. BOATING REGISTRATION STATISTICS – DATA TABLES

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

QUARTERLY INSIGHTS FROM THE STATISTICS PORT NEWSLETTER

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

List of Sources

ASA—American Sportfishing Association, Alexandria, VA

FR—Foresight Research, Rochester, MI

ILT—Info-Link Technologies, Miami, FL

LBM—Left Brain Marketing, Lenexa, KS

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

NMBA—National Marine Bankers Association, Chicago, IL

NMMA—National Marine Manufacturers Association, Chicago, IL

NOAA—National Oceanic & Atmospheric Administration

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

RMRC—Recreational Marine Research Center, East Lansing, MI

RSM McGladrey, Inc.—South Bend, IN

RVIA—Recreational Vehicle Industry Association, Alexandria, VA

SSI—Statistical Surveys Inc., Grand Rapids, MI

TCB—The Conference Board, New York, NY

TSC—The Sailing Company, Newport, RI

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

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

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

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

USFW—U.S. Fish and Wildlife Services

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

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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