



National Marine Manufacturers Association

nmma.org

Economic Significance of Recreational Boating in MASSACHUSETTS

TOTAL ANNUAL
ECONOMIC IMPACT*
\$2.1 Billion



Number of Jobs
direct **8,285**
indirect **3,033**
total **11,318**



Number of Businesses
total **934**

*INCLUDES DIRECT, INDIRECT AND INDUCED SPENDING

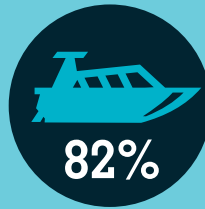
Recreational Boats
in State[†]

TOTAL
137,668

SAILBOAT



POWERBOAT



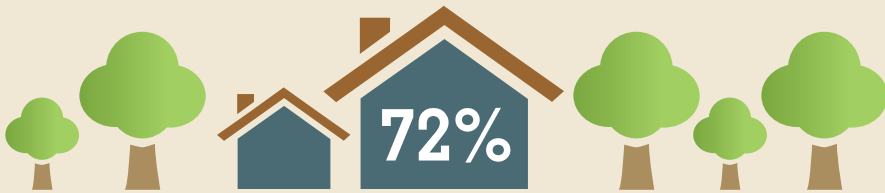
PWC



OTHER



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



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

95%

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



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

[#]includes maintenance, storage, fuel, insurance, taxes and interest

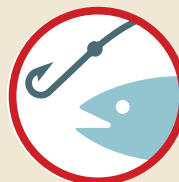
\$224.2 MILLION Annual retail sales of new boats,
engines & marine accessories
in Massachusetts

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

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

Top 3 Most Popular Boating Activities

FISHING



SWIMMING



ENTERTAINING



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