

TABLE OF CONTENTS

1

Boating Population

- 1.1 Table | Chart Participation 1990–2009
- 1.2 Table | Chart Total recreational boats in use 1990–2009 (estimated)
- 1.3 Table | Chart Recreational boats in use by type 1997–2009 (estimated)
- 1.4 Table Boats retired from fleet (estimated) 1998–2016 (projected)
- 1.5.1 Table | Chart Recreational boating participation (adults) 2005–2009
- 1.5.2 Tables Reasons past participants have not gone boating in the past 12 months 2006–2009
- 1.5.3 Tables Non-participants 2005–2009
- 1.5.4 Table Boating participation by gender 2006–2009
- 1.6 Table | Chart Boat ownership among recreational boating participants 2005–2009
- 1.7 Table Recreational boating participant demographics 2005–2009
- 1.8 Table | Chart Boating participation by region 2005–2009
- 1.9 Tables Childhood boating experience 2005–2009
- 1.10 Table Ownership of other motorized vehicles by participation 2005–2009
- 1.11 Table Ownership of boats used by non-boat owning current participants 2005–2009
- 1.12 Table Participation in other outdoor activities 2005–2009
- 1.13 Table Activities engaged in while boating 2005–2009
- 1.14 Table Likelihood of past participants to go boating in the next 12 months 2006–2009
- 1.14.1 Table Reasons past participants will not go boating in the next 12 months 2006–2009
- 1.15 Table Boat owner demographics 2005–2009
- 1.16 Table Boat owner demographics by boat type 2007–2009
- NEW** 1.17a–1.17c Tables Boat usage and boater behavior data 2005–2009
- NEW** 1.17d–1.17e Tables Boat usage and boater behavior data: Impact of economic conditions 2009
- NEW** 1.17f–1.17i Tables Boat usage and boater behavior data: Primary boat ownership 2005–2009
- NEW** 1.17j Table Reasons boat owners will not operate their primary boat in the next 12 months 2007–2009
- NEW** 1.17k Table Boat use: Average number of days operated by boat type and size 2005–2009
- NEW** 1.17l–1.17m Tables Boat use: Participation or boating behavior 2008–2009
- NEW** 1.17n Table Boat use: Ownership 2007–2009
- 1.18 Table Comparison of active to non-active boaters 2005–2008
- 1.19 Tables Reasons boat owners were non-active boaters 2005–2008
- 1.20 Table | Charts Boat use and operation segments by type and size of boat 2005–2009
- 1.21 Table Average number of days boat owners operated their boats by number of boats owned 2005–2009
- 1.22 Table Other motorized vehicles owned by boat owners 2005–2009
- 1.23 Table Participation in other outdoor activities by boat ownership 2005–2009
- 1.24 Table | Charts Interest in purchasing a boat by participation level 2007–2009
- 1.25 Table | Charts Intention to purchase a boat by boat ownership 2007–2009
- 1.26 Table Boat show attendance 2005–2009
- 1.27 Table Boat show attendee demographics 2005–2009
- 1.28 Tables Reasons for attending a boat show 2008–2008
- 1.29 Table Purchasing a boat at a boat show 2008–2008
- 1.30 Tables | Chart Fishing Participation in 2006

57

Economic Factoids

- 2.1 Tables | Charts Key economic indicators 2001–2009
- 2.2a and b Tables | Charts Retail sales: Powerboats vs. recreational vehicles (RVs) 1995–2009
- 2.2c Table | Chart Retail sales: Traditional powerboats vs. light vehicles 2002–2009
- 2.3 Tables | Charts Consumer Confidence Index 1998–2009
- 2.4 Chart NMMA's Recreational Marine Index 1998–2009
- 2.4a Table | Chart Comparison of change in GDP to traditional powerboat retail sales by unit 1999–2011 (projected)
- 2.5 Table | Chart Fishing license sales 1989–2010 (projected)

- 2.6 Table | Chart Recreational fishing tackle sales 1997–2009
- 2.7 Table Economic impact of sportfishing in the U.S. by type of fishing (2006)
- 2.8 Table | Charts National “other” annual boating expenditures 2006–2009
- 2.9 Table | Charts Trip expenditures for 2006
- 2.10 Table Economic value of recreational boating by state (2007)
- 2.11a Table Boat businesses by state 2008
- 2.11b Table Boat manufacturers by state 2008
- 2.12a Table | Chart Average boat loan 1995–2008
- 2.12b Table | Chart New boat loans vs. pre-owned boat loans 2001–2008
- 2.12c Table | Chart Average terms and turnover of direct marine loans in months 2001–2008

77

Retail Market

- 3.1 Table Boating retail market 2000–2009
- 3.1.1 Table Traditional powerboat market 2000–2009
- 3.2 Table Annual retail unit sales estimates 1980–2009

83

Pre-Owned Market

- 4.1 Table | Chart Boat sales market share: New vs. pre-owned 2000–2009

85

Marine Expenditures

- 5.1 Table | Chart U.S. Recreational marine total retail expenditures & new boat unit sales 1970–2009
- 5.2 Table | Chart Retail expenditure estimates for recreational boating 2000–2009
- 5.3 Table | Chart Traditional powerboat sales by market segment 2000–2009
- 5.4 Table | Chart Seasonality of new boat sales
- 5.5 Table | Chart Aftermarket accessory sales estimates per total boats in use 2000–2009
- 5.6 Table State distribution of new powerboat, engine, trailer and accessory purchases
- 5.7 Table Comparison of top 20 states for 2009: New powerboat, engine, trailer and accessory retail sales

93

U.S. Boat Registrations

- 6.1 Table U.S. State recreational boat registrations 1999–2008
- 6.2 Table | Chart Recreational boat registrations: Top 20 states 1999–2008
- 6.3 Table Regional boat registrations by state 1999–2008
- 6.4 Table | Chart Regional boat registrations summary 1999–2008
- 6.5 Table Boats per household by region 2000–2008
- 6.6 Table | Charts Inland water and tidal shoreline by region
- 6.7 Table | Chart Recreational boat registrations: U.S. summary 1999–2008
- 6.8 Table | Chart Mechanically propelled boat registrations by length 1999–2008
- 6.9 Table | Chart Mechanically propelled boat registrations by hull material 1999–2008
- 6.10 Table | Chart Mechanically propelled boat registrations by propulsion 1999–2008
- 6.11 Table | Chart Non-powered boat registrations by boat type 1999–2008
- 6.12 Tables | Charts Boat registrations by propulsion, length and hull material for 2008
- 6.13 Table Recreational documented vessel registrations: U.S. summary 2000–2009
- 6.14 Table | Charts Total documented recreational vessel registrations by region and length 2000–2009
- 6.15 Table New documented recreational vessel registrations by region and length 2000–2009

Imports/Exports

- 7.1 Table | Charts Value of boat and engine imports and exports 1996–2009
- 7.1.1 Table | Chart Value of boat exports by category 1996–2009
- 7.1.2 Table | Chart Value of boat imports by category 1996–2009
- 7.2.1 Table | Chart Boats exported by category: Unit totals 1996–2009
- 7.2.2 Table | Chart Boats imported by category: Unit totals 1996–2009
- 7.2.3 Table | Chart Trade Balance: Boats by Category 1996–2009
- 7.3 Tables | Chart Value of outboard boat exports and imports 1996–2009
- 7.3.3 Tables | Charts Outboard boat imports by length and hull material 1996–2009
- 7.4 Tables | Chart Inboard boats: Exports and imports value and volume 1996–2009
- 7.4.3 Tables | Charts Inboard boats: Exports by length 1996–2009
- 7.4.4 Tables | Charts Inboard boats: Imports by length and type 1996–2009
- 7.5 Tables | Chart Sterndrive boats: Exports and imports value and volume 1996–2009
- 7.5.3 Tables | Charts Sterndrive boats: Exports by length 1996–2009
- 7.5.4 Tables | Charts Sterndrive boats: Imports by length and type 1996–2009
- 7.6 Tables | Chart Sailboats: Exports and imports value and volume 1996–2009
- 7.6.3 Tables | Charts Sailboats: Exports by length 1996–2009
- 7.6.4 Tables | Charts Sailboats: Imports by length 1996–2009
- 7.7 Tables | Chart Inflatable boats: Exports and imports value and volume 1996–2009
- 7.7.3 Tables | Charts Inflatable boats: Imports with a landed value greater than \$500 1996–2009
- 7.8 Tables | Chart Rowboats/canoes: Exports and imports value and volume 1996–2009
- 7.8.3 Tables | Charts Rowboats/canoes: Value of imports 1996–2009
- 7.9 Tables | Chart “Other” boats: Exports and imports value and volume 1996–2009
- 7.10 Table | Chart Engine exports: Value by category 1996–2009
- 7.10.2 Table | Chart Engine imports: Value by category 1996–2009
- 7.10.3 Table | Chart Number of engine exports by category 1996–2009
- 7.11 Tables | Chart Outboard engines: Exports and imports value and volume 1996–2009
- 7.12 Tables | Chart Value of inboard engine exports and imports 1996–2009
- 7.13 Tables | Chart Value of sterndrive engine exports and imports 1996–2009
- 7.14 Tables | Chart Value of hydrojet engine exports and imports 1996–2009
- 7.15 Table | Charts Exports by trading region 1996–2009
- 7.15.1 Table | Chart Boat exports by trading region 1996–2009
- 7.15.2 Table | Chart Engine exports by trading region 1996–2009
- 7.16 Table | Charts Imports by trading region 1996–2009
- 7.16.1 Table | Chart Boat imports by trading region 1996–2009
- 7.16.2 Table | Chart Engine imports by trading region 1996–2009
- 7.17 Table | Chart U.S. Dollar vs. Canadian Dollar and Euro exchange rates on December 31, 2009
- 7.18.1 Tables | Charts Australia: Export profile 1996–2009
- 7.18.2 Tables | Charts Australia: Import profile 1996–2009
- 7.18.3 Table | Chart Australia: Trade balance 1996–2009
- 7.18.4 Tables | Charts Canada: Export profile 1996–2009
- 7.18.5 Tables | Charts Canada: Import profile 1996–2009
- 7.18.6 Table | Chart Canada: Trade balance 1996–2009
- 7.18.7 Tables | Charts Japan: Export profile 1996–2009
- 7.18.8 Tables | Charts Japan: Import profile 1996–2009
- 7.18.9 Table | Chart Japan: Trade balance 1996–2009
- 7.18.10 Tables | Charts Mexico: Export profile 1996–2009
- 7.18.11 Tables | Charts Mexico: Import profile 1996–2009
- 7.18.12 Table | Chart Mexico: Trade balance 1996–2009

7.18.13 Tables | Charts Western Europe: Export profile 1996–2009

7.18.14 Tables | Charts Western Europe: Import profile 1996–2009

7.18.15 Table | Chart Western Europe: Trade balance 1996–2009

187

Outboard Engines

8.1 Table Outboard engine retail sales distribution by horsepower 2000–2009

8.2 Table | Chart Outboard engine retail sales volume by horsepower 2000–2009

8.3 Table | Chart Average retail cost of outboard engines by horsepower 2000–2009

8.4 Table | Chart Comparison of outboard engine average horsepower to sales volume 2000–2009

8.5 Table | Chart Comparison of outboard engine average retail price to sales volume 2000–2009

8.6 Table | Chart Comparison of outboard engine average horsepower to average retail price 2000–2009

8.7 Table Comparison of outboard engine and outboard boat sales in top 20 states 2002–2009

193

Outboard Boats

9.1 Table | Chart Outboard boats: Estimated sales by hull material 2000–2009

9.2 Table | Chart Fiberglass outboard boats: Estimated market share by length 2000–2009

9.3 Table | Chart Aluminum outboard boats: Estimated market share by length 2000–2009

9.4 Table Outboard boats: Estimated market share by type of craft 2000–2009

9.5 Table Outboard boats: Estimated retail sales — Aluminum vs. fiberglass 2000–2009

9.6 Table | Chart Average retail price of outboard boats by length 2000–2009

9.7.1 Table Average retail price of outboard boat package (boat, engine and trailer) 1995–2009

9.7.2 Table | Chart Average retail price of 19'–20' outboard boat package (boat, engine and trailer) 1998–2009

9.8 Table Comparison of top 20 states: Outboard boat sales vs. registrations 1999–2008

201

Sterndrive Boats

10.1 Table Sterndrive boats: Estimated retail sales by hull material 2000–2009

10.2 Table | Chart Sterndrive boats: Estimated retail market share by length 2000–2009

10.3 Table Sterndrive boats: Estimated retail market share by type of craft 2000–2009

10.4 Table Sterndrive boats: Estimated retail market share by engine installation 2000–2009

10.5 Table Sterndrive boats: Average retail price estimates by hull material 2000–2009

10.6 Table | Chart Sterndrive boats: Average retail price estimates by length 2000–2009

10.7 Table Comparison of top 20 states: Sterndrive boat sales vs. registrations 1999–2008

207

Inboard Boats

11.1 Table | Chart Inboard boats: Estimated retail unit sales—Ski/wakeboard vs. cruisers 2000–2009

11.2 Table | Chart Inboard cruiser: Estimated retail sales by length 2000–2009

11.3 Table Inboard cruisers: Estimated retail sales by type of craft 2000–2009

11.4 Table Inboard cruisers: Estimated retail sales by engine type and length 2000–2009

11.5 Table Inboard cruisers: Estimated retail sales by number of engines and length 2000–2009

11.6 Table Inboard cruisers: Estimated average retail price by length 2000–2009

11.7 Table Comparison of top 20 states: Inboard boat sales vs. registrations 1999–2008

213

Activity-Specific Boats

12.1 Table | Chart Cruising boats: Inboard and sterndrive by length 2000–2009

12.2 Table | Chart Watersport boats (drag and pull) 2000–2009

12.3 Table Off-shore fishing boats: Estimated unit sales for 2009

217

Canoes/Kayaks

13.1 Table | Chart Canoes: Estimated retail unit sales 2000–2009

13.2 Table Canoes: Estimated average retail price by hull type 2000–2009

13.3 Table Kayaks: Estimated retail unit sales 2001–2009

13.4 Table Kayaks: Estimated average retail price by hull type 2002–2009

221

Sailboats

14.1 Table Sailboat production and sales data 2000–2009

14.2 Tables | Charts Sailboat import and export unit sales by length 2000–2009

14.3 Table Sailboats: Estimated retail sales 2000–2009

14.4 Table | Chart Sailboats: Retail sales by length 2000–2009

225

Houseboats

15.1 Table | Chart Houseboats: Estimated retail unit sales 2004–2009

15.2 Table | Chart Houseboats: Estimated unit sales by length 2005–2009

15.3 Table Houseboats: Estimated average retail price by length 2005–2009

227

Inflatable Boats

16.1 Table | Chart Inflatable boats: Sales by type 2003–2009

16.2 Table Inflatable boats: Unit sales by length 2003–2009

16.3 Table Inflatable boats: Estimated average retail price by length 2003–2009

231

Boat Trailers

17.1 Table Boat trailers: Estimated sales 2000–2009

17.2 Table Boat trailers: Estimated unit sales by carrying capacity 2000–2009

17.3 Table Boat trailers: Estimated average retail price by carrying capacity 2000–2009

235

Index and Miscellaneous

Boat type definitions

Industry statistical reports

List of sources

Order form