

Recreational Boating

AN AMERICAN PASTIME & ECONOMIC ENGINE

NEW JERSEY

NJ

ANNUAL ECONOMIC
IMPACT IN NEW JERSEY

**\$6.6
BILLION**

INCLUDES MANUFACTURERS
AND SUPPLIERS, SALES AND
SERVICES, BOATING ACTIVITIES,
AND BUSINESS TAX REVENUE

SUPPORTS

28,696

NEW JERSEY JOBS

22,411 DIRECT JOBS &
6,285 INDIRECT JOBS

1,192

BUSINESSES IN NJ



141.6 MILLION

AMERICANS GO BOATING EACH YEAR



U.S. BOATING
IS A NET EXPORTER

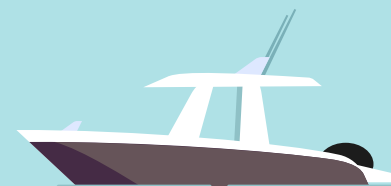
\$1.5 BILLION
ANNUAL BOAT EXPORTS

149,971

REGISTERED BOATS IN NEW JERSEY

ANNUAL RETAIL SALES
OF NEW BOATS, ENGINES
& MARINE ACCESSORIES
IN NEW JERSEY

\$411 MILLION



95%

OF BOATS SOLD IN THE
U.S. ARE
made in the U.S.



62%

OF BOAT OWNERS HAVE
AN ANNUAL HOUSEHOLD
INCOME OF
\$100,000 or less



84%

OF U.S. BOAT
MANUFACTURERS ARE
small businesses



95%

OF BOATS IN THE U.S. ARE
SMALL, TOWABLE BOATS
under 26ft

SOURCES: Unless otherwise noted, data is from the NMMA 2018 Recreational Boating Statistical Abstract, NMMA 2018 Boating Economic Impact Study, and NMMA's 2016 Recreational Boating Participation Study.

www.nmma.org

NMMA National Marine
Manufacturers Association