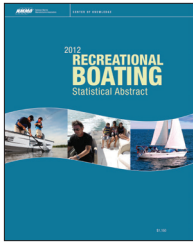


# Market data and insights from NMMA's Industry Statistics & Research—

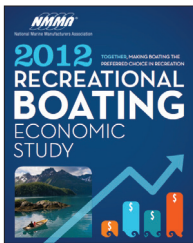
## **RESOURCES YOU WON'T FIND ANY PLACE ELSE!**

**Savvy marketing starts with solid data & research.** Hard-to-find answers to top marketing questions are here—NMMA is your source for verifiable, quantifiable data to power your business and marketing plans. NMMA members receive complimentary or discounted access to the following resources:



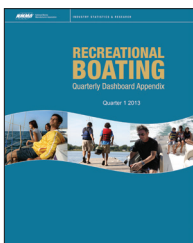
Wonder where to start your research? **U.S. Recreational Boating Statistical Abstract** offers a comprehensive look at trends in retail markets, boater demographics, and more.

**Price:** Full report \$1,150; By section \$250–\$400 each  
**NMMA Members:** **FREE**



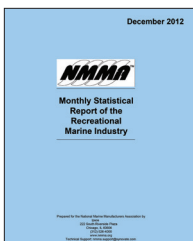
How does boating influence the U.S. economy? How many jobs does boating create? **Recreational Boating Economic Study** addresses the total economic value of recreational boating in the U.S and how boating impacts local economies.

**Price:** **FREE TO ALL INDUSTRY MEMBERS**



Want to know how boat sales are trending with home prices? **Data Dashboard Appendix** features analyses, trend charts, and data tables on a multitude of boat and economic indicators to answer this and similar questions.

**Price:** \$1,200 (published quarterly)  
**NMMA Members:** **FREE**



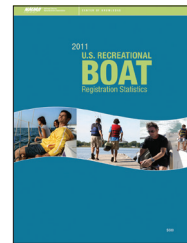
How are boat builders doing? **Monthly Shipment Report (MSR)** analyzes U.S. wholesale shipment trends using data from a control group of boat, engine and trailer manufacturers.

**Price:** \$1,800 annually; \$200 per issue  
**NMMA Non-Reporting Members:** **\$400 ANNUALLY—80% DISCOUNT**  
**NMMA Reporting Members:** **FREE**



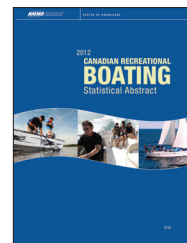
How does demand for boats vary by region? **New Powerboat Registrations Report** examines U.S. new powerboat retail sales by geographic region, propulsion, size and boat type.

**Price:** \$2,000 annually; \$500 per issue (published quarterly)  
**NMMA Members:** **FREE WITH MSR**



Want to know how many boats are out there? **Boat Registrations Report** details boat and documented vessel registrations in the U.S. by state, boat type and size with summary analyses.

**Price:** \$600 (published annually)  
**NMMA Members:** **FREE**



Looking for insights into the Canadian boating market? **Canadian Recreational Boating Statistical Abstract** is a comprehensive report that examines new and pre-owned boat sales sorted by province, size, type and dollars, trade flow, economic indicators, and boater demographics.

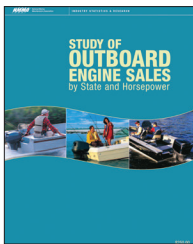
**Price:** \$750 (published annually)  
**NMMA Members:** **FREE**

## NMMA's Industry Statistics & Research:

*Your first choice for the information you need to boost your boating business IQ.*

### Data on Demand: Custom Data Reports

NMMA puts the resources of world-class research within reach for your business. The following on demand reports are available to members only and require a two-week lead time.



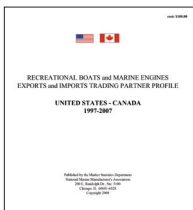
Are you an outboard engine manufacturer? **Outboard Engine Study** features valuable market insight with ten-year trend analyses of U.S. outboard engine sales, sorted by horsepower and state.

**Price:** Custom Study



Curious about exporting? **Trade Abstract** includes ten-year trend analyses of U.S. recreational boat and engine exports and imports with insight on trade flow.

**Price:** Custom Study



Testing the waters of the global market? Get exactly the information you need. **Trading Partner Profiles** details U.S. recreational boat and marine engine trade for a specified country, and includes ten years of data.

**Price:** Custom Study



Just interested in raw data? **Custom Data Series:** Get text-file data without analyses for any NMMA published report.

**Price:** \$100/2 parameters

### Member-Exclusive Resources

Enjoy access to information you won't find anywhere else! These NMMA member-exclusive market reports, studies and resources are FREE with membership.

Have a question you can't find an answer for? **NMMA Research Library** houses recreational boating-related research from the U.S. and abroad

Are you a busy executive? **Data Dashboard** is a monthly briefing of 25 select boat and economic indicators.

What's going on in the economy and how will it affect my business? **Economic Overview** highlights market conditions that impact recreational boating.

Do you do business in California? **California Boat Market & Economic Review:** Data and commentary on 20 California-specific boat statistics and economic indicators.

Want a better understanding of who your customer is? **Boat Show Purchase Influence Study:** Learn how marketing communications influence purchase behavior. Includes buyer profiles and insight on how to optimize sales.

**Power your market analysis with NMMA industry insight, analysis, and relevant research—JOIN NMMA TODAY!**

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