

RECREATIONAL BOATING

A SIGNIFICANT CONTRIBUTOR TO THE CANADIAN ECONOMY

GDP IMPACT OF
\$5 BILLION.

\$8.9
BILLION IN
TOTAL REVENUES.

National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry in North America. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers throughout the U.S. and Canada. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle.

For more information visit www.nmma.ca

A total of
44,038
new power and
sailboats were sold
in Canada in 2013.

A total of
62,254
pre-owned power and
sailboats were sold
in Canada in 2013.

67,000
Canadians are employed by
the core of the recreational
boating industry.

NMMA CANADA

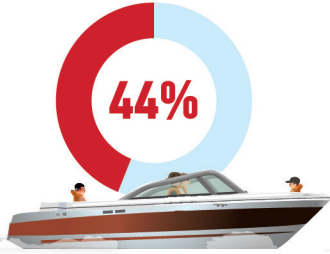
This infographic was prepared by BOATsmart!, an NMMA Canada member.

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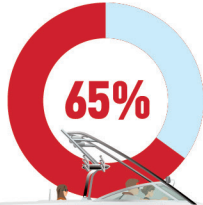
NMMA CANADA

DID YOU KNOW?

Boating is not just for the elite.



44% OF CANADIANS WENT BOATING LAST YEAR.



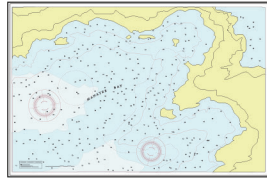
OF BOAT OWNERS HAVE AN ANNUAL HOUSEHOLD INCOME LESS THAN \$100,000.

4.3 MILLION

CANADIANS OWN OVER 4.3 MILLION BOATS.

Of the 4.3 million boats in Canada, it is estimated that more than 85% are less than 26 feet in length.

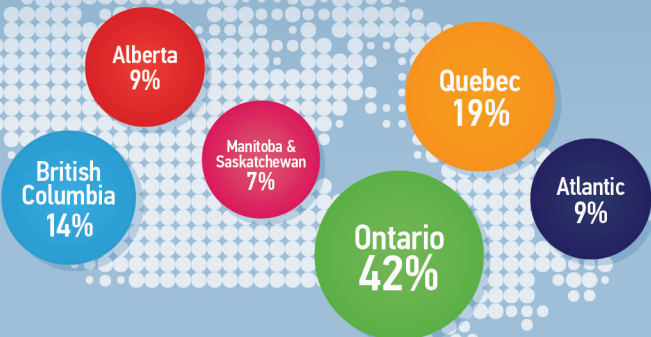
BOATING IS A VACATION CLOSE TO HOME – **NEARLY 80% OF CANADIANS** LIVE LESS THAN AN HOUR FROM A NAVIGABLE BODY OF WATER.



Boaters are Canadian families – 73% of boat owners are married and 53% of boat owners have children living at home.

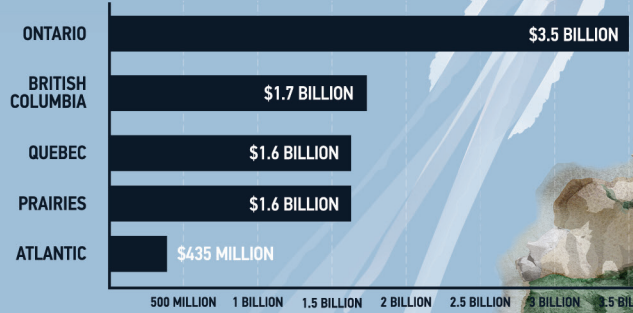
BOATING PARTICIPATION

By Region

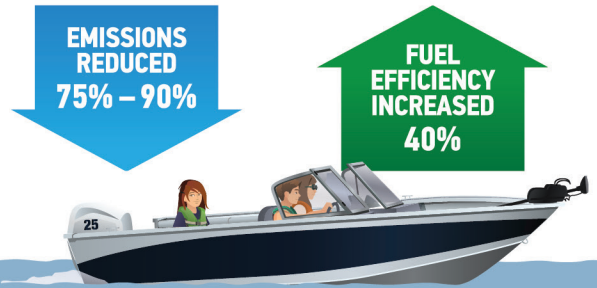


TOTAL INDUSTRY REVENUES

By Region



Marine engine manufacturers have invested billions of dollars the past 20 years to develop cleaner, quieter, more efficient engines that **REDUCE EMISSIONS** by 75%-90% and **INCREASE FUEL EFFICIENCY** by more than 40% across North America.



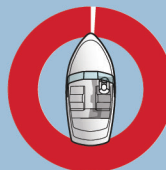
CANADIANS HAVE A PASSION FOR GOING OUT ON THE WATER

A survey conducted by Harris Decima in 2012 of 2030 Canadians across Canada found that:

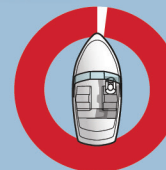
35% of frequent boaters describe themselves as very energetic, in good physical shape, and as having a positive frame of mind versus 24% of non-boaters.



Frequent boaters (69%) are also more likely than non-boaters (60%) to feel that they are good at handling everyday stresses of life.



of boaters agree boating is **FUN**.



of boaters agree that boating is **family-friendly**.