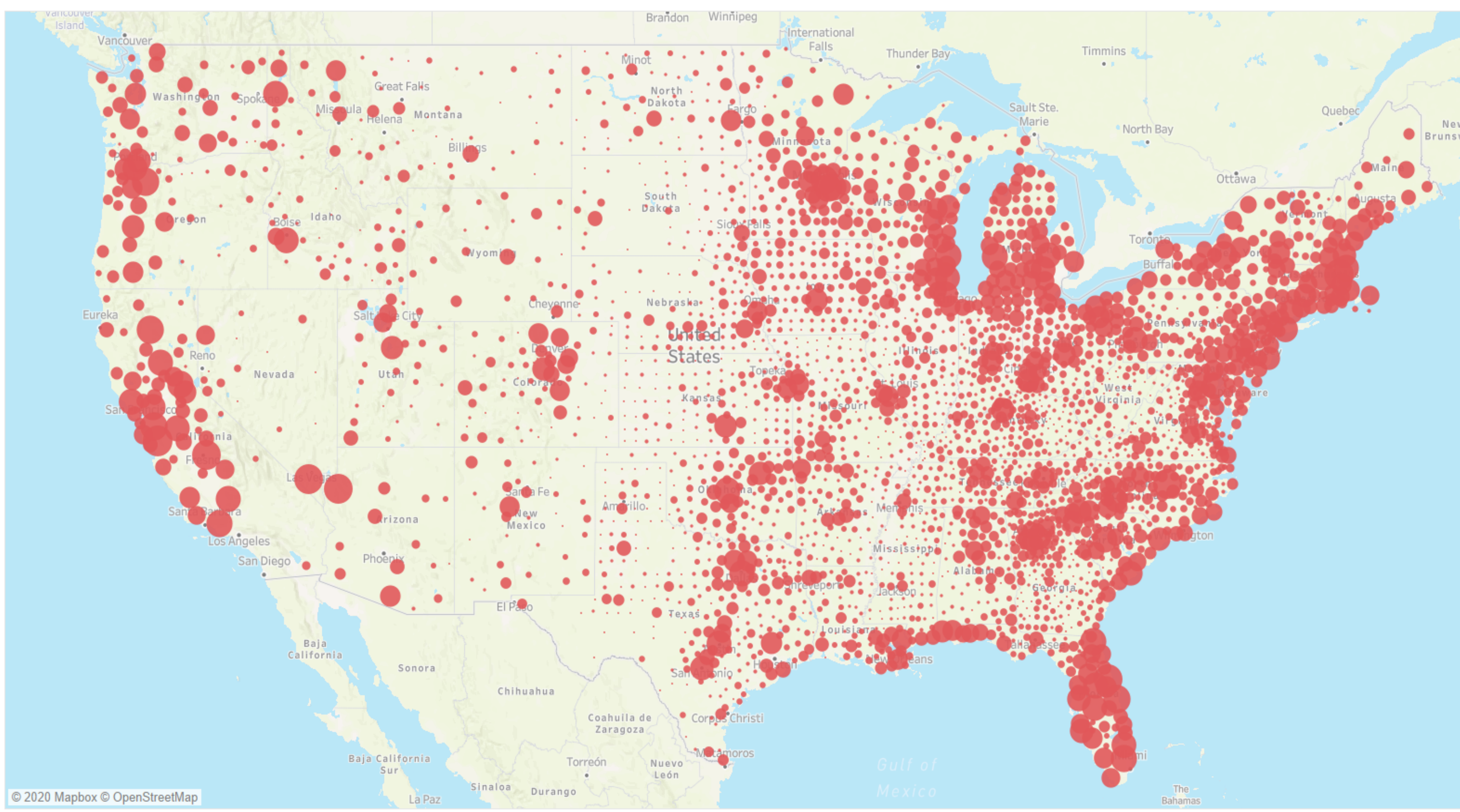


# U.S. Runabout Market

14-21 foot outboard & stern drive fiberglass boats designed for general recreation



## Total Fleet (all registered boats as of year-end 2019)



Total number of Boats  
**1,323,000**

Purchased in Past 5 Years  
**43%**

Average Annual Scrap Rate  
**59,000**

Average Boat Age  
**26 yrs**

## 2019 Purchases

**9.8 K**

New Boats

**137.8 K**

Pre-owned Boats

## 2019 Buyers

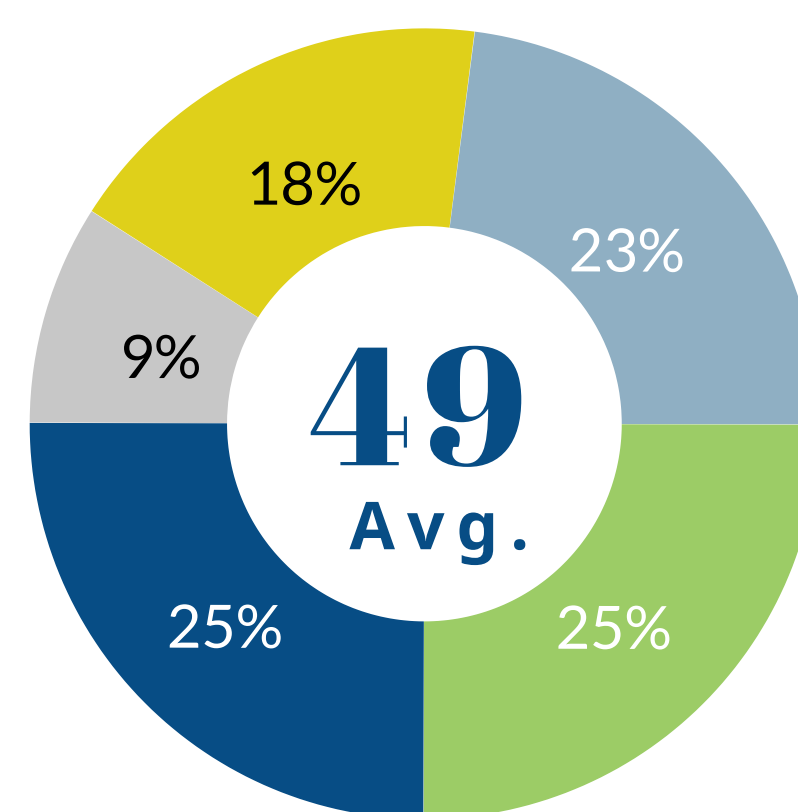
**48 %**

First-time Boat Buyers

**23 %**

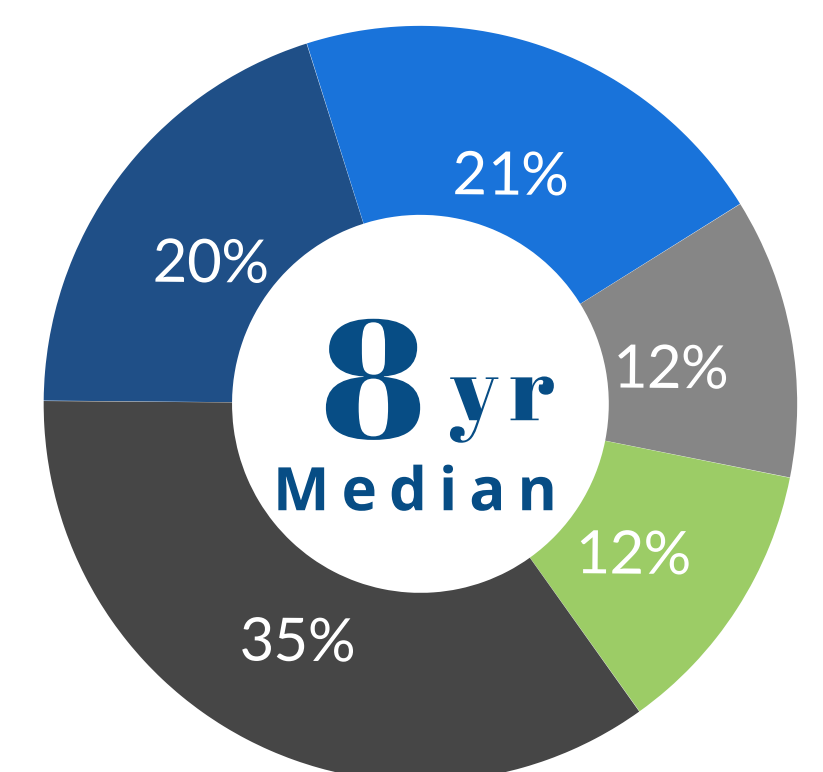
Own More Than One Boat

## Buyer Age

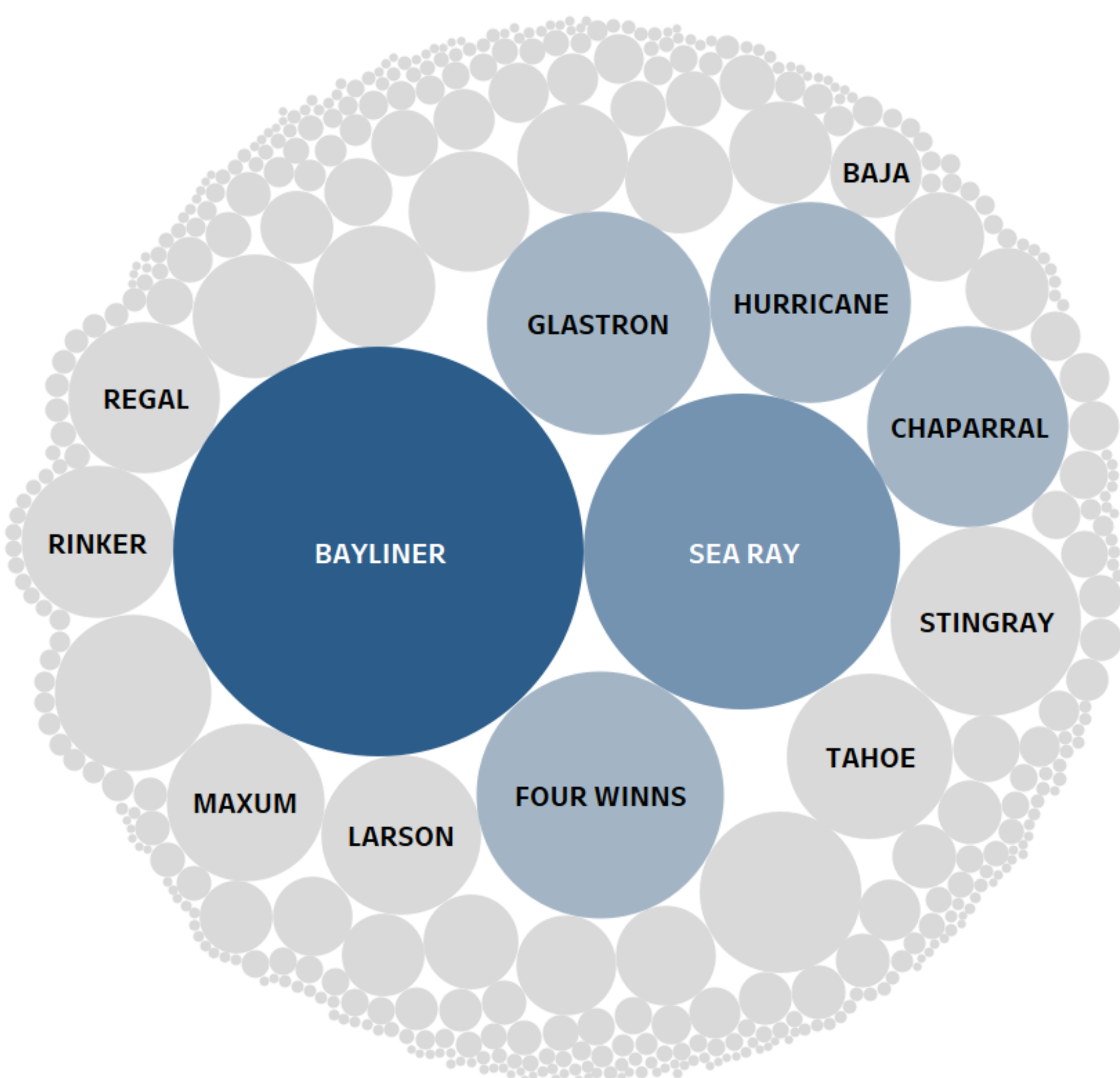


- < 30 years old
- 30 to 39 years old
- 40 to 49 years old
- 50 to 59 years old
- 60+ years old

## Length of Residence



- < 3 years
- 3 to 6 years
- 7 to 10 years
- 11 to 14 years
- 15+ years



**BRANDS purchased - New & Pre-owned**

**Buyers are usually well-established and over 90% own their home**