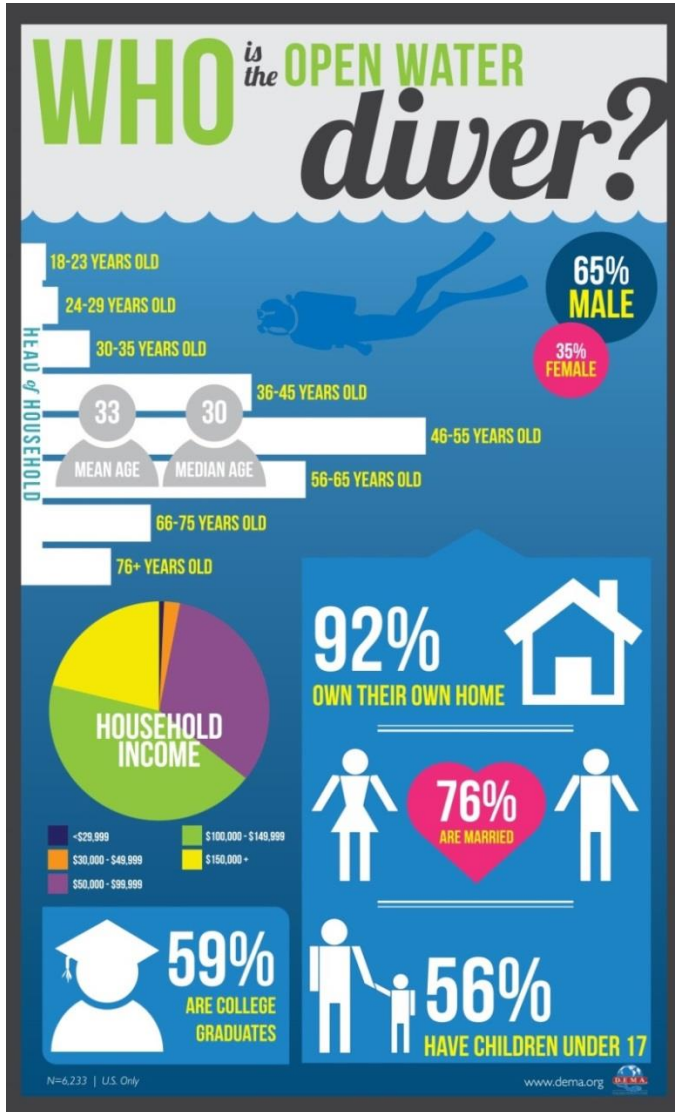




## Fast Facts: Recreational Scuba Diving and Snorkeling



- There are between 2.7 to 3.5 million active scuba divers in the US with as many as 6 million active scuba divers worldwide (Source: Sports and Fitness Industry Association)
- There are about 11 million snorkelers in the US and about 20 million snorkelers worldwide (Source: Sports and Fitness Industry Association)



### Profile of Open Water-level\* Divers in the US

- Participant's Age: Mean: 33, Median: 30
- Head of Household: Mean Age: 53
- Participant's Gender: Males: 65%, Females 35%
- Annual Household Income: 64.4% make between \$100,000 & \$150,000
- Occupation: 53.6% are Managerial/Technical/Professional
- Education: 59.2% completed college or grad school
- Home Ownership: 91.9% own their home
- Marital Status: 75.9% are married
- Presence and age of children: 23.7% have kids between 11 and 17

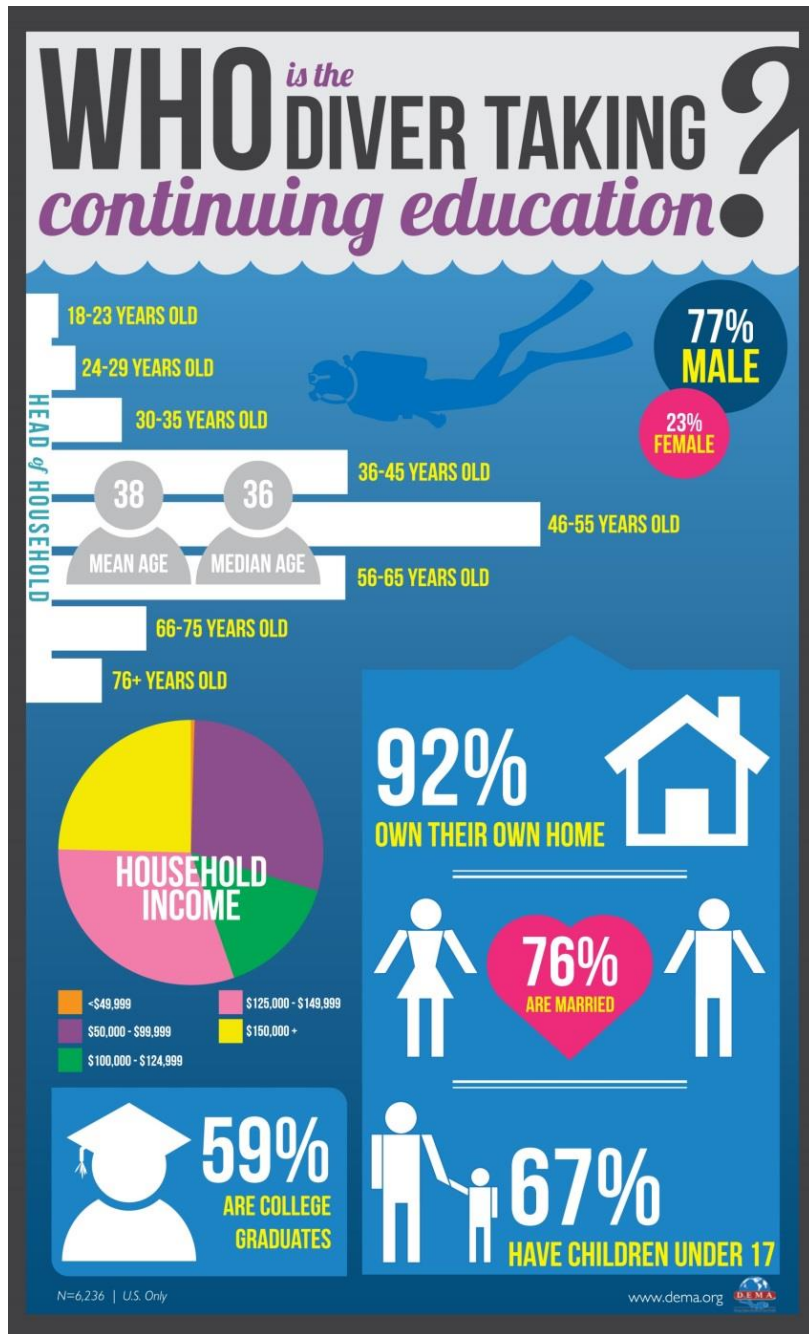
\*Open Water Divers are entry-level divers

(Source: Diving Equipment and Marketing Association 2014 Diver Study)

### Open Water Certification Statistics: Top Diving States in the US 2007 to 2017

Top Five by State 2007-2017	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	TOTAL 2007-2017	% of Total 2007-2017
CALIFORNIA	20,101	20,163	20,806	20,451	20,287	20,015	18,765	18,552	18,270	20,464	21,429	219,303	13.4%
FLORIDA	13,046	13,912	14,446	13,723	13,768	15,441	15,147	13,546	13,312	13,933	14,464	154,738	9.4%
TEXAS	11,613	11,761	11,779	11,565	11,449	11,773	11,930	10,966	10,741	11,429	11,125	126,131	7.7%
VIRGINIA/MARYLAND/D.C	6,866	7,100	6,617	6,871	7,284	7,711	7,789	7,895	7,081	7,367	7,613	80,194	4.9%
NEW YORK	6,967	7,091	7,166	6,928	7,011	7,178	7,315	7,793	7,105	7,691	7,678	79,923	4.9%

Source: Diving Equipment and Marketing Association Certification Census



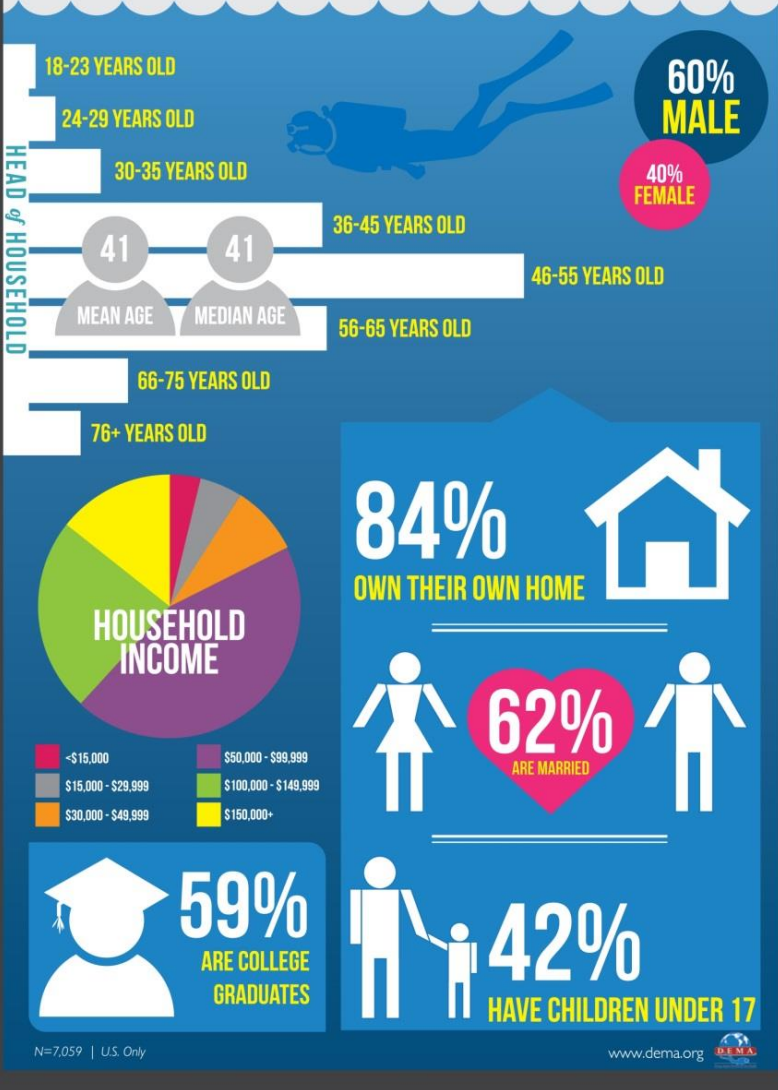
## Profile of Divers in Continuing Education\* Courses in the US

- Participant's Age: Mean:38, Median:36
- Head of Household Mean Age: 51
- Participant's Gender: 77% Male, 23% Female
- Annual Household Income: 70.2% make between \$100,000 & \$150,000
- Occupation: 55.4% are Managerial/Technical/Professional
- Education: 59.3% completed college or grad school
- Marital Status: 75.9% are married
- Presence and age of children: 44.4% have kids between 11 and 17

\*Divers taking dive courses after they have received entry-level certification. Such courses include areas of special interest (ie: underwater photography or deep diving) or general experience-based courses under the supervision of an instructor.

(Source: Diving Equipment and Marketing Association 2014 Diver Study)

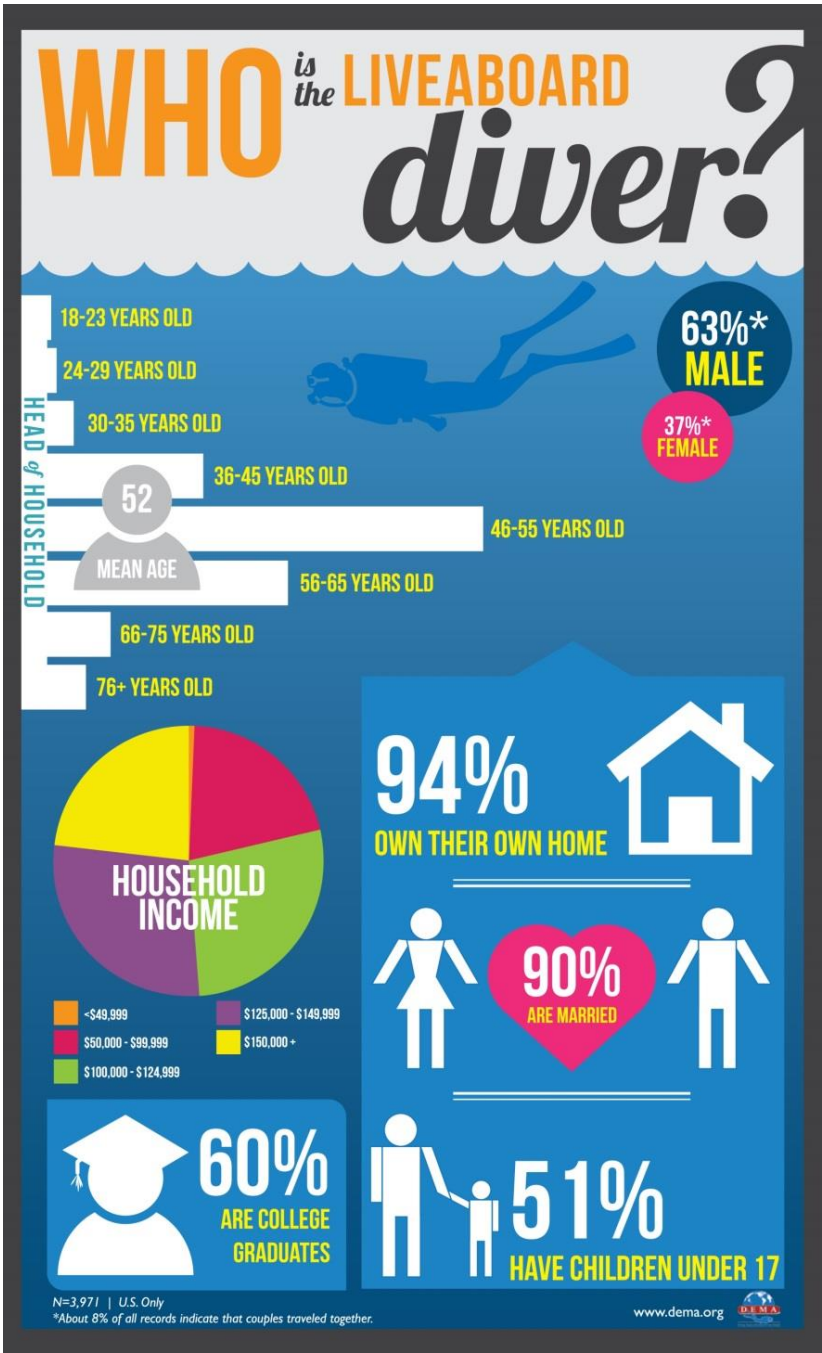
# WHO *is the* DIVER TRAVELING *to a* resort?



## Profile of Diver from the US Visiting a Land-Based Dive Resort

- Participant's Age: Mean:41, Median:41
- Head of Household Mean Age: 51
- Participant's Gender: 60% Male, 40% Female
- Annual Household Income: 38.3% make between \$100,000 & \$150,000
- Occupation: 59% are Managerial/Technical/Professional
- Education: 60% completed college or grad school
- Marital Status: 62% are married
- Presence and age of children: 24.6% have kids between 11 and 17

(Source: Diving Equipment and Marketing Association 2014 Diver Study)



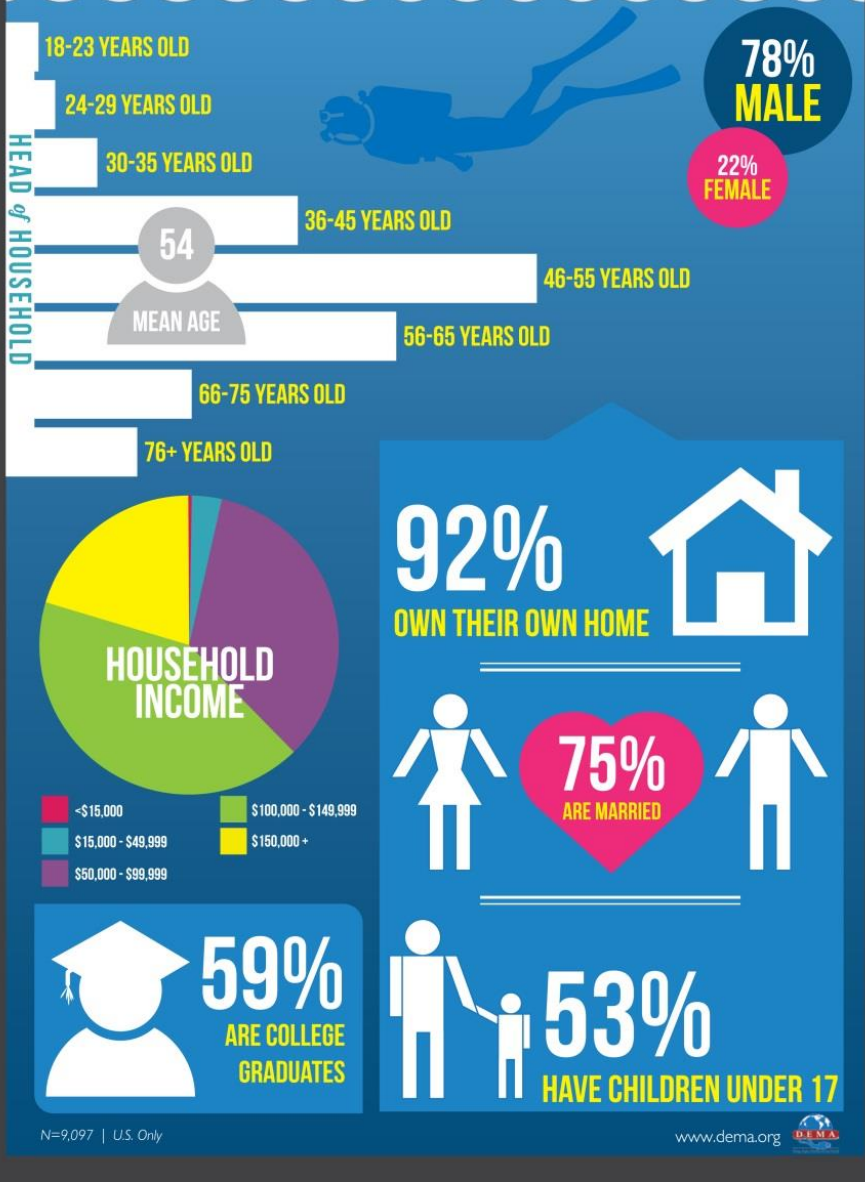
**Profile of Diver from the US taking a trip on a Liveboard Dive Boat**

- Head of Household Mean Age: 52
- Participant's Gender: 63% Male, 27% Female
- Annual Household Income: 78.5% make between \$100,000 & \$150,000
- Occupation: 56.5% are Managerial/Technical/Professional
- Education: 59.9% completed college or grad school
- Marital Status: 90.2% are married
- Presence and age of children: 37.4% have kids between 11 and 17

(Source: Diving Equipment and Marketing Association 2014 Diver Study)

# WHO *is the* DIVER BUYING *equipment*?

*\*hard goods*



## Profile of Diver in the US Buying Equipment (Hard Goods, ie: regulator, BC or computer)

- Mean Age: Head of Household: 54
- Participant's Gender: 78% Male, 22% Female
- Annual Household Income: 62.4% make between \$100,000 & \$150,000
- Occupation: 53.2% are Managerial/Technical/Professional
- Education: 60.1% completed college or grad school
- Marital Status: 75.3% are married
- Presence and age of children: 34.9% have kids between 11 and 17

(Source: Diving Equipment and Marketing Association 2014 Diver Study)

**What Equipment Do You Plan to Purchase in the next 12 Months?**

Answer Options-Sort by Percent	Response Percent	Answer Options-Sort by Percent	Response Percent
None of these	40.8%	Underwater video camera or housing	7.9%
Electronic dive computer	17.3%	Dive bag	6.5%
Wetsuit	16.5%	Gloves	6.1%
BCD	16.3%	Other	5.6%
Regulator	15.4%	Booties	5.0%
Underwater digital still camera or housing	10.8%	Drysuit	4.7%
Scuba tank	8.8%	Prescription mask or lenses	4.7%
Fins	8.7%	Analog depth gauge	4.2%
Knife	8.6%	Analog pressure gauge	4.2%
Mask	8.2%	Snorkel	4.1%

Source: 2014 DEMA Diver Study (Available FREE for Members)

**During the last 12 months, in which of the following activities have you participated?**

Answer Options	Response Percent	Answer Options	Response Percent
Backpacking/Hiking	52.2%	Bicycling-Mountain	17.9%
Jogging/Running	49.4%	Stand-Up Paddle Boarding	17.2%
Weight Lifting-Gym	39.1%	Salt Water/Big Game Fishing	14.6%
Bicycling-Road	35.2%	Sailing	13.9%
Kayaking	32.2%	Tennis	11.7%
Yoga	26.6%	Water Skiing	10.3%
Bowling	25.6%	Surfing	8.5%
Power Boating	24.4%	Freshwater Fly Fishing	5.8%
Freshwater Bass or Other Fishing	22.5%	None of the activities listed	5.8%
Golf	22.3%	Racquetball	4.3%
Skiing Downhill	21.0%		

Source: 2014 DEMA Diver Study  
(Available FREE for Members)

**Number of Newly Certified Scuba Divers Annually** - California ranks number 1 in the number of newly certified scuba divers each year. More than 219,000 California residents have become certified scuba divers since 2007.

Top Five by State 2007-2017	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	TOTAL 2007- 2017	% of Total 2007-2017
CALIFORNIA	20,101	20,163	20,806	20,451	20,287	20,015	18,765	18,552	18,270	20,464	21,429	219,303	13.4%
FLORIDA	13,046	13,912	14,446	13,723	13,768	15,441	15,147	13,546	13,312	13,933	14,464	154,738	9.4%
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NEW YORK	6,967	7,091	7,166	6,928	7,011	7,178	7,315	7,793	7,105	7,691	7,678	79,923	4.9%

### How Much Money Does Scuba Diving and Snorkeling Bring to California?

- Recreational scuba diving and snorkeling contribute about \$11 billion to the US gross domestic product
- Estimates for expenditures in the Channel Islands National Marine Sanctuary alone range from \$76/day for divers using private vessels to \$225/day for those using commercial vessels (per diver).
- Annually some 1.38 million dives are made in California, and annual direct expenditures from SCUBA diving in California range from \$161 million to \$323 million.
- Californians and visitors account for about 3.82 million snorkeling days annually with an estimated annual expenditure of between \$170 million and \$382 million.
- Non-market value of snorkeling in California ranges from \$25 million to \$81 million annually
- Non-market use value of SCUBA diving in California ranges \$21 million to \$128 million

For More Information contact:  
The Diving Equipment and Marketing Association (DEMA)  
[info@dema.org](mailto:info@dema.org) · [www.dema.org](http://www.dema.org) · [www.GoDiveNow.com](http://www.GoDiveNow.com)  
800-862-3483

# RECREATIONAL SCUBA DIVING AND SNORKELING IN FLORIDA: FAST FACTS



**Number of Newly Certified Scuba Divers Annually** - Florida ranks number 2 in the number of newly certified scuba divers each year, surpassed only by California. More than 154,000 Florida residents have become certified scuba divers since 2007.

Top Five by State 2007-2017	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	TOTAL 2007-2017	% of Total 2007-2017
CALIFORNIA	20,101	20,163	20,806	20,451	20,287	20,015	18,765	18,552	18,270	20,464	21,429	219,303	13.4%
FLORIDA	13,046	13,912	14,446	13,723	13,768	15,441	15,147	13,546	13,312	13,933	14,464	154,738	9.4%
TEXAS	11,613	11,761	11,779	11,565	11,449	11,773	11,930	10,966	10,741	11,429	11,125	126,131	7.7%
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NEW YORK	6,967	7,091	7,166	6,928	7,011	7,178	7,315	7,793	7,105	7,691	7,678	79,923	4.9%

## How Much Money Does Scuba Diving and Snorkeling Bring to Florida?

- Recreational scuba diving and snorkeling contribute about \$11 billion to the US gross domestic product
- Coral reefs in the Caribbean, including Florida generate about \$2.1 billion in revenue each year.
- Snorkeling in Florida accounts for about 4.24 million visitor-days per year.
- Scuba Diving in Florida accounts for about 4.56 million visitor-days per year.
- Scuba Diving and Snorkeling create about 26,000 full-time equivalent tourism-related jobs each year.
- Visitors participating in recreational scuba diving and snorkeling contribute about \$904.4 million to the Florida economy each year.
- In 2009 residents learning to dive in Florida contributed about \$20 million in additional sales of equipment, education and travel to the local economies.
- While much of Florida has natural reefs, artificial reefs also contribute to the local economy. For example, estimates from research submitted by The University of West Florida indicate there are more than 4,200 chartered dive trips taken to the artificial reef/aircraft carrier Oriskany off of Pensacola Florida annually, carrying divers from all over the world. Annual revenue generated from visitors traveling from Escambia and Baldwin Florida counties alone is estimated at \$2.2 million, and dive-related expenditures drive an economic impact of \$3.6 million in local output and additional jobs while generating \$1.4 million in local income.

For More Information contact:  
The Diving Equipment and Marketing Association (DEMA)  
[info@dema.org](mailto:info@dema.org) · [www.dema.org](http://www.dema.org) · [www.GoDiveNow.com](http://www.GoDiveNow.com)  
800-862-3483