



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
- There are about 11 million snorkelers in the US and about 20 million snorkelers worldwide
- Profile of the most active divers in the US – the divers who spend the most on equipment, certifications and training combined (n=308,000 divers; Published 2007, affirmed, 2009):
 - Age – Between 38 & 53 years old – Mean: 45 Median: 46
 - 76% are male
 - Household Income – 56% make between \$75,000 and \$100,000
 - Occupation – 80% are White-Collar/ Professional/ Technical/ Management
 - Home ownership – 93% own their own home
 - Mortgage amount – Median of \$148,000
 - Marital Status – 71% married
 - Presence and age of children – 17% have kids under 18

Largest Single Group of Customers Who Bought Diving Equipment (n= 101,000 equipment customers; Published 2009):

Income	Equipment Purchaser	Compared to US Overall
Median Household Income:	\$124,295	\$53,935
Mean Household Income:	\$155,901	\$65,258
Per Capita Income	\$53,762	\$24,752
Age of Householder	Equipment Purchaser	US
35 – 54	57.6%	43.0%
55 - 64	17.6%	13.3%
Marital Status	Equipment Purchaser	US
Males, Never Married	19.4%	30.0%
Males, Currently Married	75.4%	58.9%
Males, Divorced	3.7%	8.6%
Females, Never Married	16.1%	23.9%
Females, Currently Married	72.7%	54.9%
Females, Divorced	5.5%	10.8%
Household Composition	Equipment Purchaser	US
Married Couple and Family	78.9%	51.7%
Married Couple-Children under 18	40.9%	23.5%
Married Couple – no child under 18	38.1%	28.1%
Average Household Size	2.91	2.66
Housing	Equipment Purchaser	US
Owner Occupied	94.1%	66.5%
Owner Occupied, Single Detached	89.0%	53.6%
Median year structure built	1974	1966
Median Home Value	\$359,016	\$161,077
Educational Attainment	Equipment Purchaser	US
High School Graduate Only	11.7%	28.6%
Associate or Bachelor's Degree	41.0%	21.9%
Masters, Professional or Doctorate	27.3%	8.9%
Occupation	Equipment Purchaser	US
White Collar	86.2%	60.5%
Blue Collar	13.8%	39.5%

Open Water Certification Statistics: Top Diving States in the US 2005 to 2012

State by State Tally 2005-2012	2005	2006	2007	2008	2009	2010	2011	2012	2005-2012	% By State
CALIFORNIA	22,572	22,329	21,429	20,464	18,270	18,552	18,765	19,727	162,108	13.12%
FLORIDA	13,688	15,055	14,493	13,933	13,377	13,661	15,226	15,351	114,784	9.35%
TEXAS	10,307	11,058	11,125	11,429	10,741	10,966	11,930	11,545	89,101	7.37%
VIRGINIA/MARYLAND/D.C	7,783	7,597	7,613	7,367	7,081	7,895	7,789	7,499	60,624	5.00%
NEW YORK	7,480	7,481	7,678	7,691	7,105	7,793	7,314	6,838	59,380	4.95%
COLORADO	5,708	5,453	5,607	5,287	4,640	4,723	5,052	4,944	41,414	3.37%

“Top Activities” in which Active Divers Participate (Including Snorkeling and Scuba):

Profile	TGI*
Participate in Skiing Downhill	162.71
Participate in Snorkeling/Skin Diving	159.13
Participate in Tennis	158.48
Participate in Golf	155.69
Participate in Scuba Diving	152.21
Participate in Bicycling-Mountain	145.70
Participate in Bicycling-Road	141.34
Participate in Racquetball	139.13
Participate in Sailing	138.66
Participate in Jogging/Running	137.49
Participate in Weight Lifting	137.24
Participate in Yoga	137.03
Participate in Water Skiing	135.40
Participate in Backpacking/Hiking	134.67
*TGI = Target Group Index where 100.00 is average participation nationwide	

2012 Entry-Level Diver Sales Estimates				
Revenue Category	Estimated Revenue per Purchase	% of Divers*	Total Revenue	Percentage
Scuba Course (excluding books, materials)	\$100.00	100.00%	\$100.00	6.65%
Course Materials	\$ 50.00	100.00%	\$ 50.00	3.33%
Mask	\$ 45.00	88.00%	\$ 39.60	2.63%
Fins	\$ 70.00	88.80%	\$ 62.16	4.13%
Snorkel	\$ 15.00	87.40%	\$ 13.11	0.87%
Regulator	\$500.00	36.50%	\$182.50	12.14%
BC	\$500.00	36.10%	\$180.50	12.01%
Computer	\$500.00	22.20%	\$111.00	7.38%
Dive Travel**	\$980.00	78.00%	\$764.40	50.85%
TOTAL REVENUE PER DIVER (average)			\$ 1,503.27	100.0%
Number of new divers in the US (2012)			151,736	
Total Industry Sales to New Divers (2012: US only)			\$228,100,176.72	
*Based on Active Diver Study, DEMA, 2006				
PADI, 2003, Certified Diver Study				

RECREATIONAL SCUBA DIVING AND SNORKELING IN CALIFORNIA: FAST FACTS



Number of Newly Certified Scuba Divers Annually - California ranks number 1 in the number of newly certified scuba divers each year. More than 162,000 California residents have become certified scuba divers since 2005.

State by State Tally 2005-2012	2005	2006	2007	2008	2009	2010	2011	2012	2005-2012	% By State
CALIFORNIA	22,572	22,329	21,429	20,464	18,270	18,552	18,765	19,727	162,108	13.12%
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NEW YORK	7,480	7,481	7,678	7,691	7,105	7,793	7,314	6,838	59,380	4.95%
COLORADO	5,708	5,453	5,607	5,287	4,640	4,723	5,052	4,944	41,414	3.37%

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.
- 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:

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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 114,000 Florida residents have become certified scuba divers since 2005.

State by State Tally 2005-2012	2005	2006	2007	2008	2009	2010	2011	2012	2005-2012	% By State
CALIFORNIA	22,572	22,329	21,429	20,464	18,270	18,552	18,765	19,727	162,108	13.12%
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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:
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