

2024 DIVING FAST FACTS

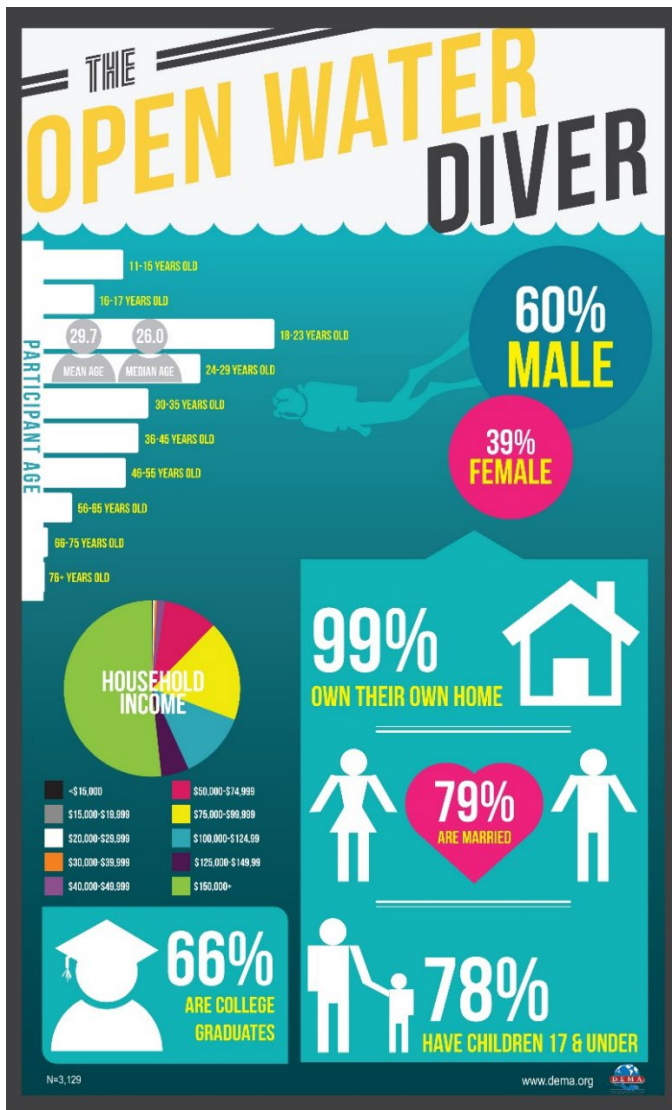
*Fast Facts on Recreational
Scuba Diving and Snorkeling*



DEMA, Diving Equipment & Marketing Association
Bringing Businesses Together to Grow the Diving Industry Worldwide



- There are approximately 2.5 million active scuba divers (went diving in the last 12 months) in the US* with as many as 6 million active scuba divers worldwide. In 2020 in the U.S. there were 2,588,000 active divers (*Source: Sports and Fitness Industry Association)
- There are about 11 million snorkelers in the US* and some sources indicate about 20 million snorkelers worldwide (*Source: Sports and Fitness Industry Association)



Profile of Open Water-level* Divers in the US

- Participant’s Age: Mean: 29.7, Median: 26.0
- Participant’s Gender: Males: 60%, Females 39%
- Annual Household Income: 69.4% make between \$100,000 & \$150,000
- Occupation: 62.3% are Managerial/Technical/Professional
- Education: 65.8% completed college or grad school
- Home Ownership: 99% own their home
- Marital Status: 79% are married
- Presence and age of children: 54% have kids between 11 and 17

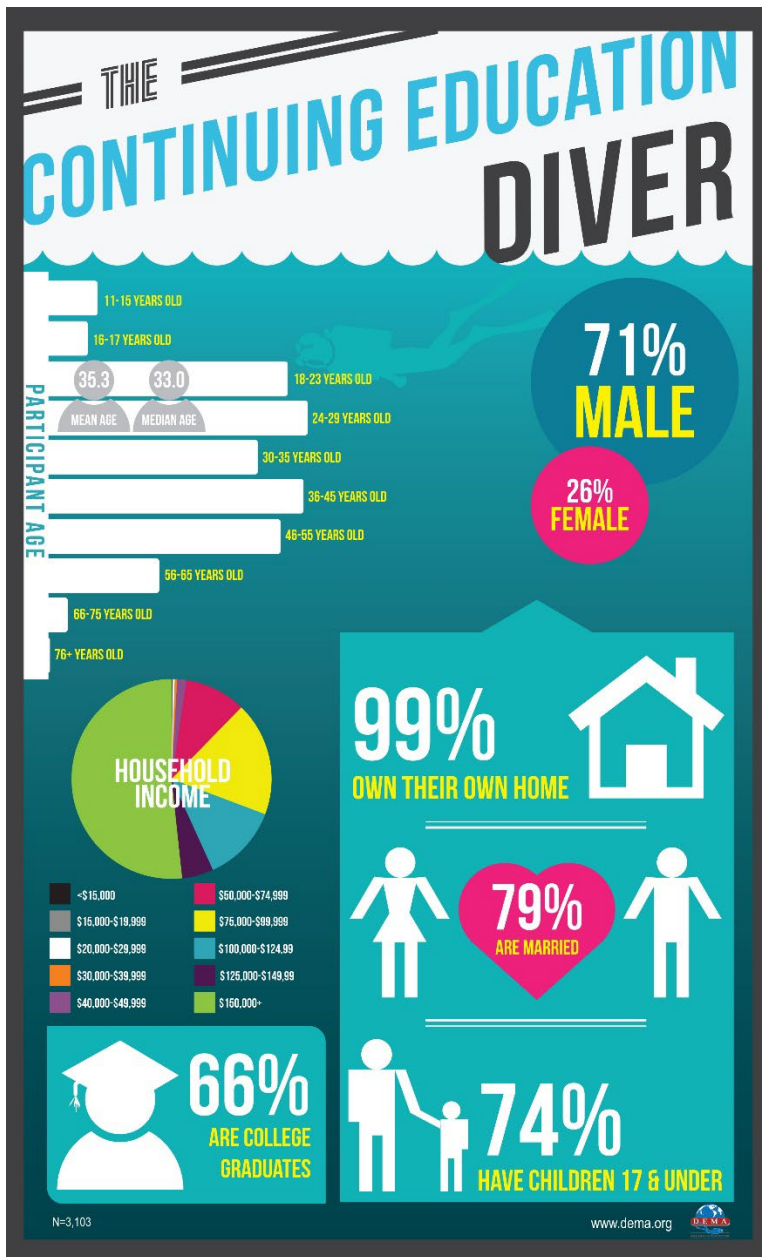
*Open Water Divers are entry-level divers

(Source: Diving Equipment and Marketing Association 2018 Diver Study. [Available FREE for DEMA Members](#))

Open Water Certification Statistics: Top Diving States in the US 2020-2023

TOP FIVE STATES BY PERCENTAGE	2020	2021	2022	2023
CALIFORNIA	12.14%	13.78%	13.66%	13.30%
FLORIDA	16.18%	13.05%	12.24%	11.77%
TEXAS	7.70%	7.63%	7.76%	7.66%
NEW YORK	4.20%	4.71%	5.04%	5.27%
VIRGINIA/MARYLAND/DC	3.99%	4.34%	4.88%	5.04%

Source: Diving Equipment and Marketing Association Certification Census.



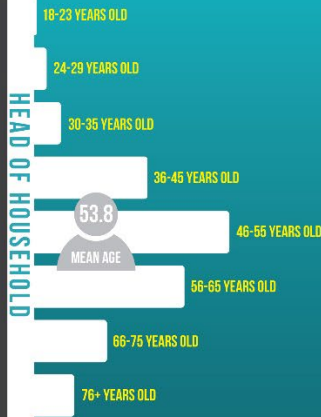
Profile of **Divers in Continuing Education*** Courses in the US

- Participant's Age: Mean: 35, Median: 33
- Participant's Gender: 71% Male, 26% Female, 3% not indicated.
- Annual Household Income: 68.9% make between \$100,000 & \$150,000
- Occupation: 62% are Managerial/Technical/Professional
- Education: 65.7% completed college or grad school
- Marital Status: 78.6% are married
- Presence and age of children: 51% 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 2018 Diver Study. [Available FREE for DEMA Members](#))

THE TRAVELING DIVER



99%
OWN THEIR OWN HOME



79%
ARE MARRIED



67%
ARE COLLEGE GRADUATES



70%
HAVE CHILDREN 17 & UNDER



N=7,594

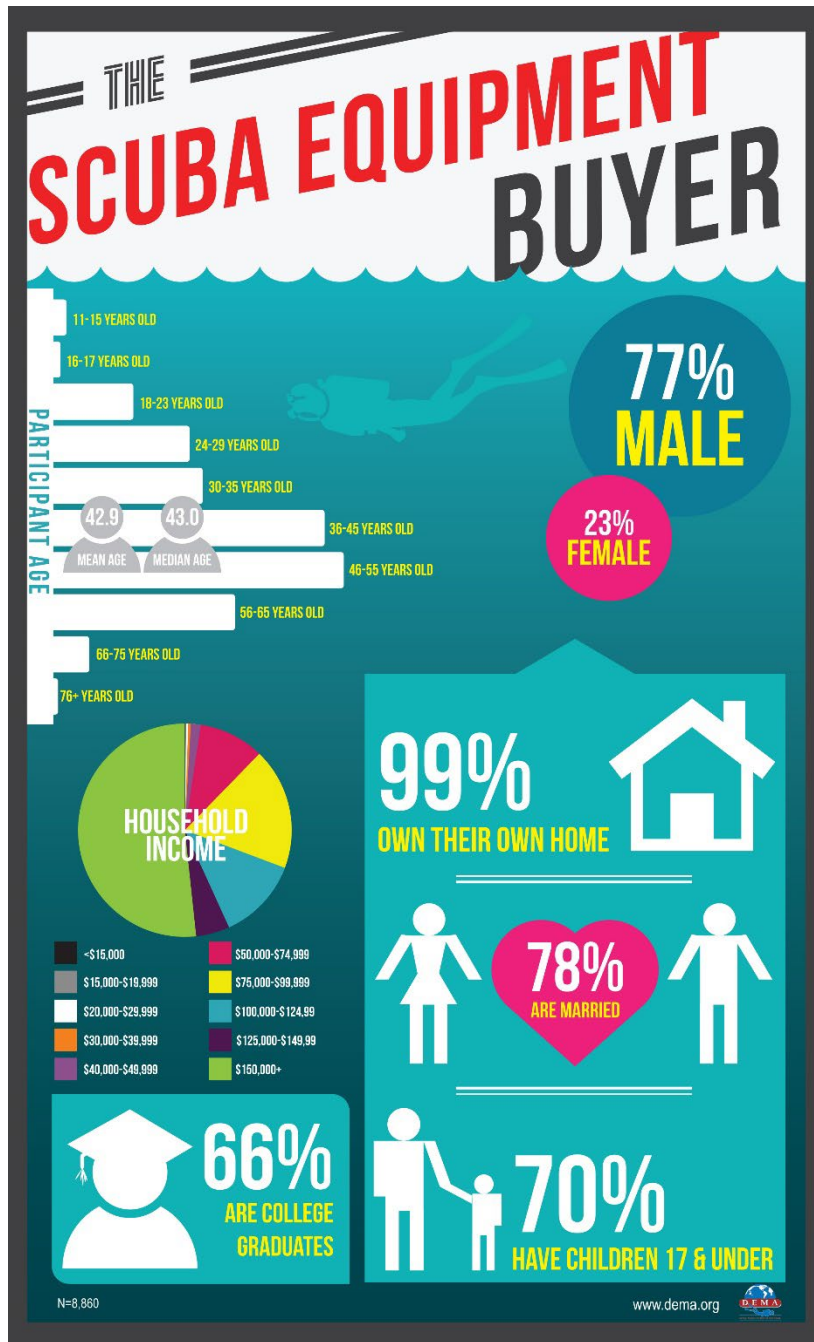
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Profile of Diver from the US Traveling to Dive

- Head of Household Mean Age: 53.8.
- Annual Household Income: 65.1% make between \$100,000 & \$150,000
- Occupation: 62.3% are Managerial/ Technical/Professional
- Education: 66.6% completed college or grad school
- Marital Status: 78.6% are married
- Presence and age of children: 48.9% have kids between 11 and 17.

(Source: Diving Equipment and Marketing Association 2018 Diver Study. [Available FREE for DEMA Members](#))



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

- Participant Age: Mean: 42.9, Median: 43.
- Participant's Gender: 77% Male, 23% Female
- Annual Household Income: 79.3% make between \$100,000 & \$150,000
- Occupation: 69/0% are Managerial/Technical/Professional
- Education: 66% completed college or grad school
- Marital Status: 78% are married
- Presence and age of children: 48.7% have kids between 11 and 17.

(Source: Diving Equipment and Marketing Association 2018 Diver Study. [Available FREE for DEMA Members](#))

When choosing from WHERE to purchase your dive equipment what is the significance of each of the following factors on your decision-making (1=No Significance, 5=Very Significant)? (All Responding Countries)

Responses	Significance
Knowledgeable staff	4.3
Availability of equipment service	4.0
Familiar with staff/ know and trust the store	3.9
Equipment warranties	3.7
Ability to try equipment before buying	3.7
Brand availability (wide merchandise selection)	3.6
Free returns	3.3
Referral from friend or family member	3.0
Free shipping to my home	3.0
My dive instructor works there	2.3
Online referral (Yelp, etc.)	2.1

Source: 2023 DEMA U.S. Diver Study ([Available FREE for DEMA Members](#))

During the last 12 months, in which of the following activities have you participated (select ALL responses that apply)?

Responses	Percentage	Responses	Percentage
Backpacking/Hiking	54.55%	Power Boating	16.32%
Jogging/Running	37.53%	Bowling	15.22%
Weightlifting	34.08%	Free diving	13.63%
Bicycling-Road	30.92%	Freshwater Bass or Other Non-Fly Fishing	12.06%
Kayaking	28.53%	Sailing	11.02%
Yoga	26.95%	Salt Water/Big Game Fishing	8.94%
Other (please specify)	21.50%	Tennis	8.83%
Stand-Up Paddle Boarding	18.42%	Surfing	7.58%
Snow Skiing or Snow Boarding	17.53%	Water Skiing	5.32%
Golf	17.07%	Freshwater Fly Fishing	4.97%
Bicycling-Mountain	16.47%	Racquetball	2.39%

Source: 2023 DEMA U.S. Diver Study ([Available FREE for DEMA Members](#))

Number of Newly Certified Scuba Divers Annually – Except for a brief stint in 2020 when it fell below Florida to number 2, California consistently ranks number 1 in the number of newly certified scuba divers each year.

Open Water Certification Statistics: Top Diving States in the US 2020-2023

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CALIFORNIA	12.14%	13.78%	13.66%	13.30%
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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:

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 800-862-3483

**RECREATIONAL SCUBA DIVING AND SNORKELING IN FLORIDA:
FAST FACTS**



Number of Newly Certified Scuba Divers Annually – Except for a brief stint in 2020 when it was ranked number 1, Florida consistently ranks number 2 in the number of newly certified scuba divers each year, surpassed only by California.

Open Water Certification Statistics: Top Diving States in the US 2020-2023

TOP FIVE STATES BY PERCENTAGE	2020	2021	2022	2023
CALIFORNIA	12.14%	13.78%	13.66%	13.30%
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Economic impacts of reef-related diving & snorkeling expenditures to Florida economy*.

Impact Type	Trip-level	Durable Goods	Combined
Employment (number of jobs)	7,155	1,512	8,668
Labor Income	278,752,921	60,816,243	339,569,164
Value Added	433,562,766	95,901,857	529,464,622
Output	748,233,984	153,835,719	902,069,703

- 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.
- 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.

*Source: Economic Impact Analysis of Snorkeling and SCUBA Diving on Florida Reefs: United States. National Ocean Service; Coral Reef Conservation Program (U.S.); Published Date: 2021; Series: NOAA technical memorandum CRCP; 42.

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