

Non-consumptive Ocean Recreation in Oregon

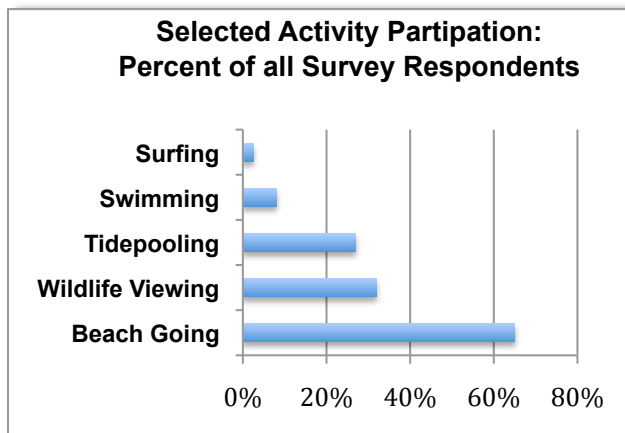
Human Uses, Economic Impacts & Spatial Data

EXECUTIVE SUMMARY:

Non-consumptive recreation is widely practiced along the extent of the Oregon coast. Popular activities include **water sports**, **beach going**, **wildlife viewing**, and **boating**. This study, a collaborative effort between the Surfrider Foundation, Ecotrust, and NaturalEquity, investigated activity participation, geographic use, and economic impacts in the state of Oregon.

What Activities Do People Participate In?

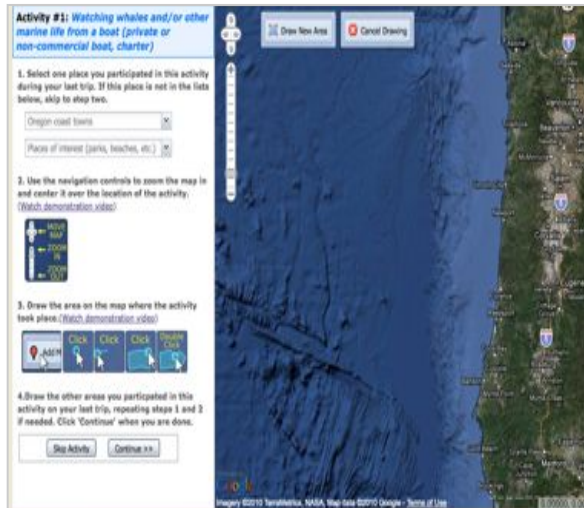
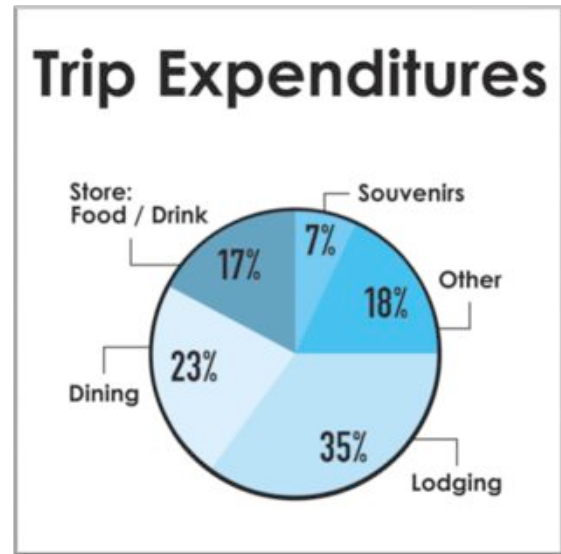
Oregon residents visit the coast regularly and participate in a broad range of recreational activities. A random sample of four thousand residents found that over 80% had visited the Oregon coast at least once in the past 12 months. The most popular activities were **shore-based**, with about 65% of respondents indicating they had participated in beach going and scenic enjoyment in the past year.



Wildlife viewing activities such as tide pooling and whale watching were also popular, with nearly a third of respondents indicating participation. Meanwhile, **ocean-based** activities such as surfing, kayaking, and boating captured between 2-8% of the survey sample.

Economic Impacts

Non-consumptive recreation provides significant **economic** and **social benefits** to coastal communities and the state. These benefits include direct expenditures, as well as social benefits such as citizen enjoyment. In 2010, Oregon residents took an estimated 27 million trips to the coast, 88 percent of which the primary purpose was recreation. The average respondent spent \$87.72 per trip, translating to an estimated **2.4 billion dollars** in total direct expenditures. The graph on the right displays the major categories and percentage of different expenditures.



participate. The opt-in survey also enabled respondents to indicate other places of use aside from areas visited during their last trip. These data layers are now publicly available and may be viewed online at Oregon MarineMap: <http://oregon.marinemap.org/>.

Geographic Use

Spatial data on recreational use were collected through a web-based survey that incorporated **OpenOcean Map**, an interactive mapping tool developed by Ecotrust. Respondents provided information by drawing points and polygons to reflect areas of use during their last trip to the coast. Data were collected through both a random sample of Oregon residents, as well as through an “opt-in” survey that allowed interested stakeholders to

To access the full report: <http://oregon.surfrider.org/>

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