

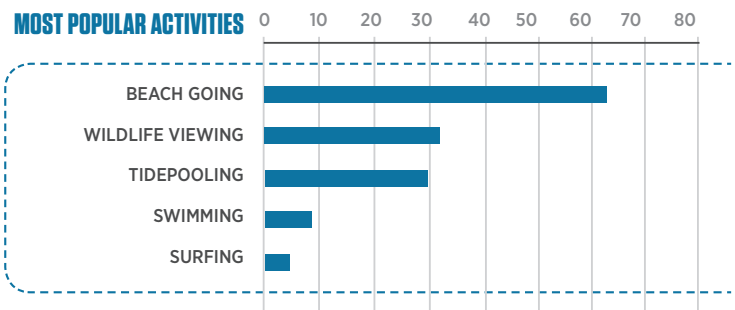
NON-CONSUMPTIVE OCEAN RECREATION IN OREGON

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, was conducted in 2010-2011 and 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.



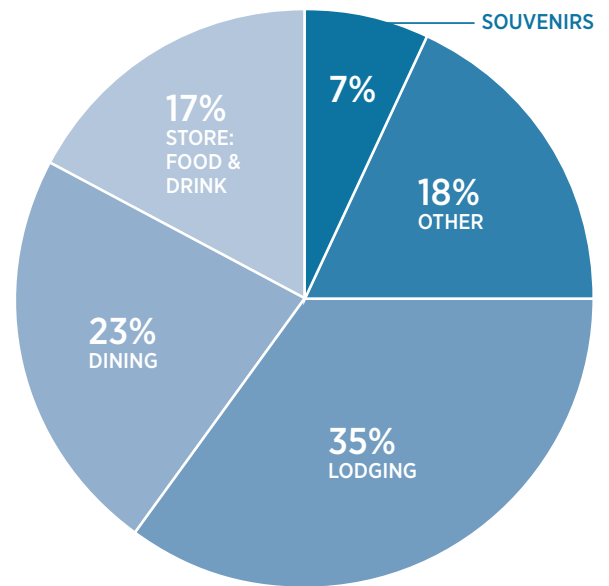
Wildlife viewing activities such as tide pooling and whale watching were also popular, with nearly a third of respondents indicating participation. Meanwhile, ocean-based activities such as surfing, kayaking, and boating captured between 2-8% of the survey sample.



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.

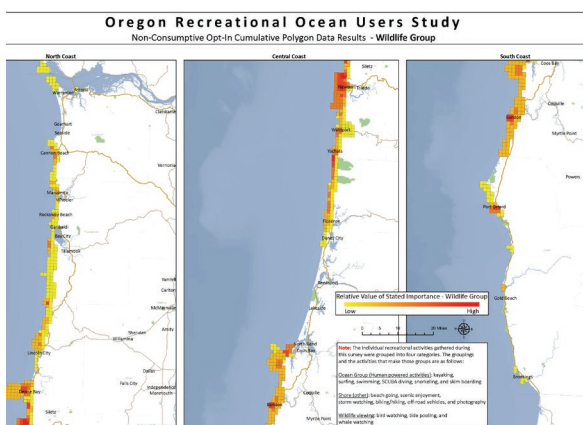
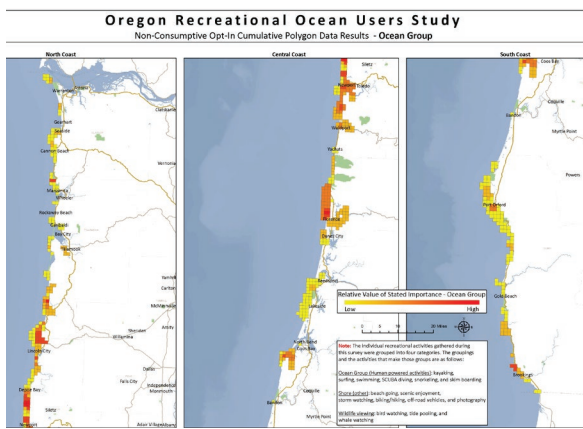
AVERAGE EXPENDITURES PER PERSON PER COASTAL VISIT



Respondents spent an average of **\$87.72** per coastal visit.

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 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>.



MORE INFORMATION

To access full report: surfrider.org

If you have any questions please contact Pete Stauffer at 503-887-0514, or email pstauffer@surfrider.org

The Surfrider Foundation is dedicated to the protection and enjoyment of the world's oceans, waves and beaches through a powerful activist network.