

# Non-consumptive Recreational Use Study



NaturalEquity

- To collect spatially explicit information on recreational use
- To estimate the size of the Oregon non-consumptive recreational user community.
- To estimate the economic impacts of non-consumptive recreational ocean use

# Non-Consumptive Recreational Use



# Study Approach

Utilize an online survey instrument to collect data on coastal use patterns, trip expenditures, and demographics

**Activity #1: *Watching whales and/or other marine life from a boat (private or non-commercial boat, charter)***

1. Select one place you participated in this activity during your last trip. If this place is not in the lists below, skip to step two.

Oregon coast towns

Places of interest (parks, beaches, etc.)

2. Use the navigation controls to zoom the map in and center it over the location of the activity. (Watch demonstration video)

MOVE MAP  
ZOOM IN  
ZOOM OUT

3. Draw the area on the map where the activity took place. (Watch demonstration video)

Add M Click Click Click Double Click

4. Draw the other areas you participated in this activity on your last trip, repeating steps 1 and 2 if needed. Click 'Continue' when you are done.

Skip Activity Continue >>

Draw New Area Cancel Drawing

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0.00000, 0.00000

The screenshot shows a web-based survey interface. On the left, there are four numbered steps for data collection. Step 1 involves selecting a location from dropdown menus. Step 2 involves zooming the map. Step 3 involves drawing a polygon on the map, with icons for 'Add M', 'Click', and 'Double Click'. Step 4 involves drawing additional areas. The right side of the interface features a map of the Oregon coast with navigation controls (compass, zoom slider) and buttons for 'Draw New Area' and 'Cancel Drawing'. The map shows major cities like Astoria, Vancouver, Salem, and Eugene. At the bottom, there is a Google logo and copyright information for TerraMetrics and Google, along with coordinates 0.00000, 0.00000.

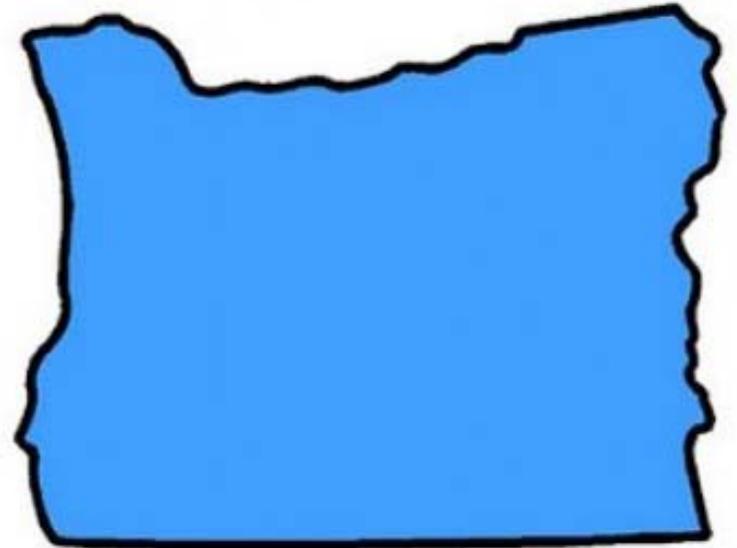
# Survey Recruitment

## Statewide Panel

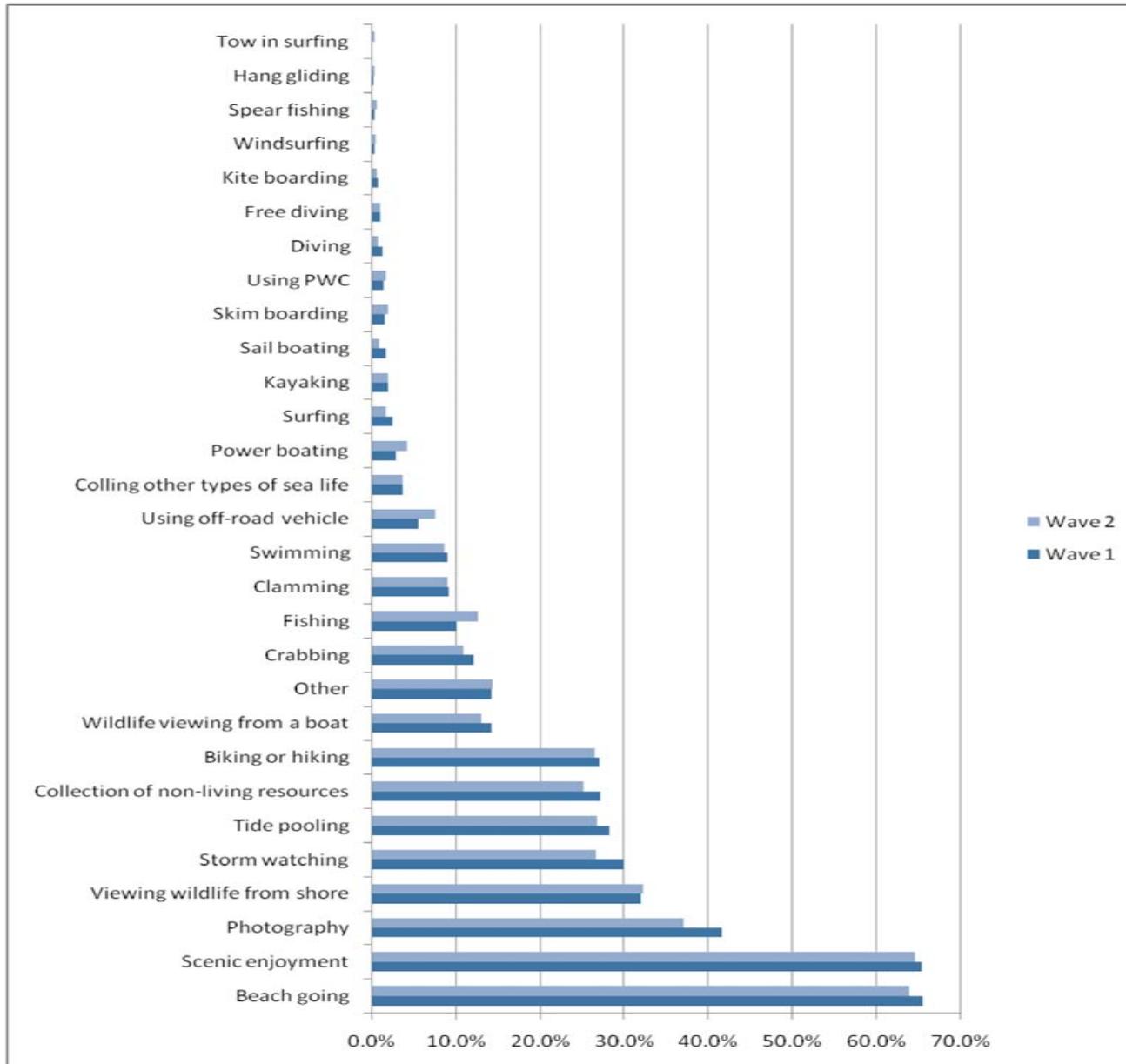
- Sample of OR and WA county residents
- Representative of larger population
- Allows for extrapolating to larger population

## Opt-in Survey

- Hosted online, anyone can participate
- Contacted recreational groups, businesses, etc.
- Richer information on activity use, participation of avid users, valuation

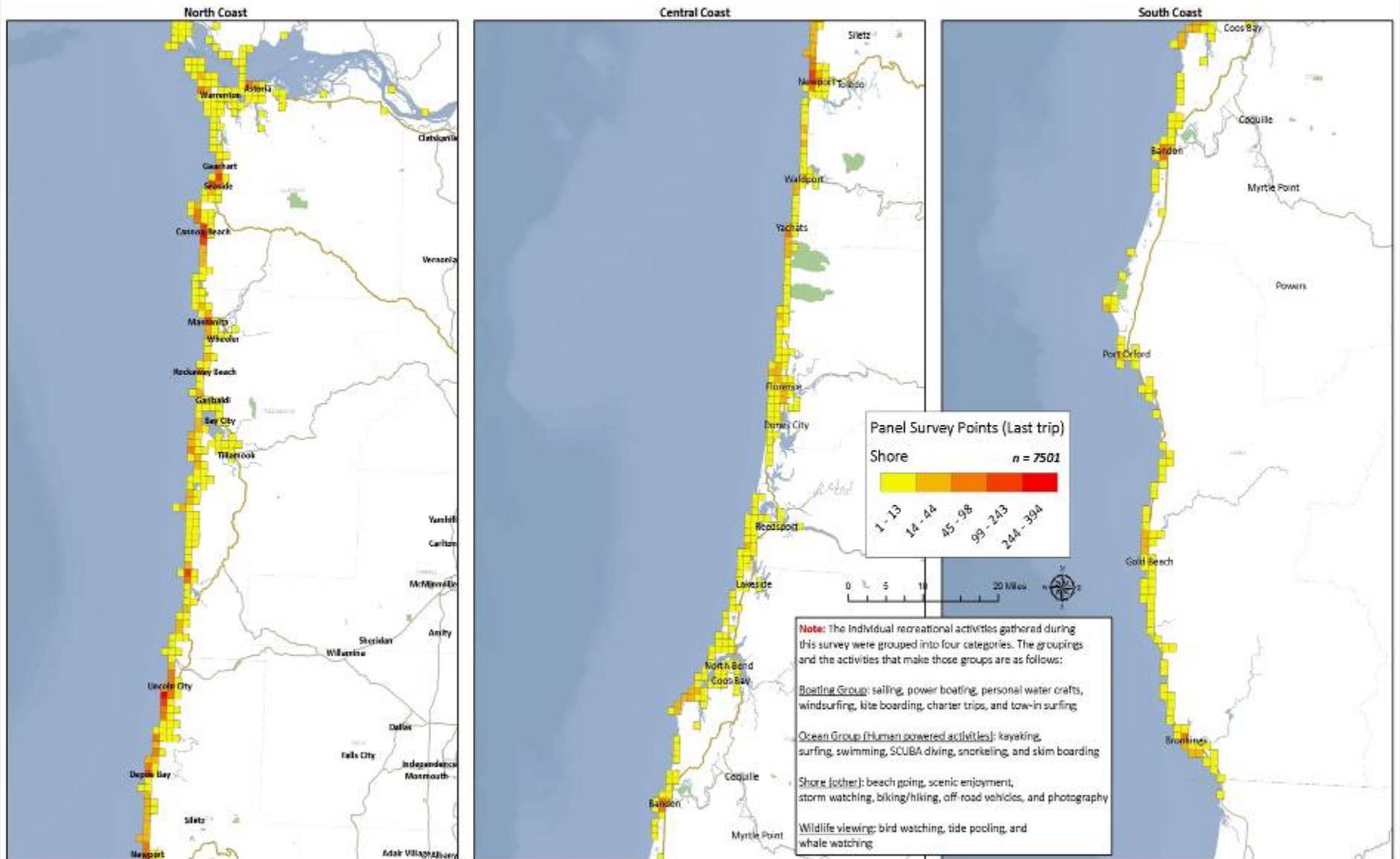


# Participation in activities: % of all survey respondents



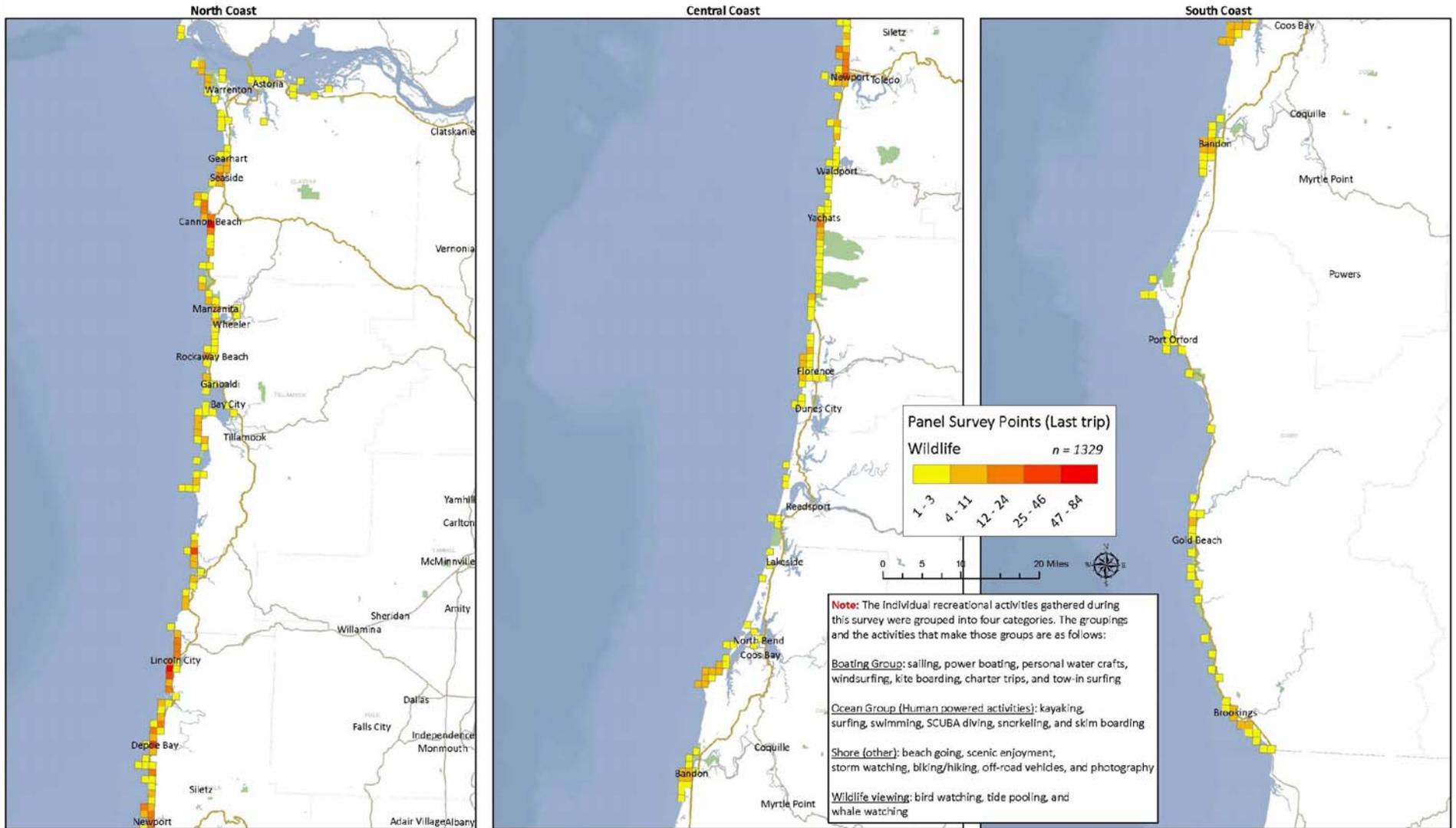
# Panel Last Trip Data Results: Shore Group

Non-Consumptive Panel Last Trip Point Data Results - Shore Group



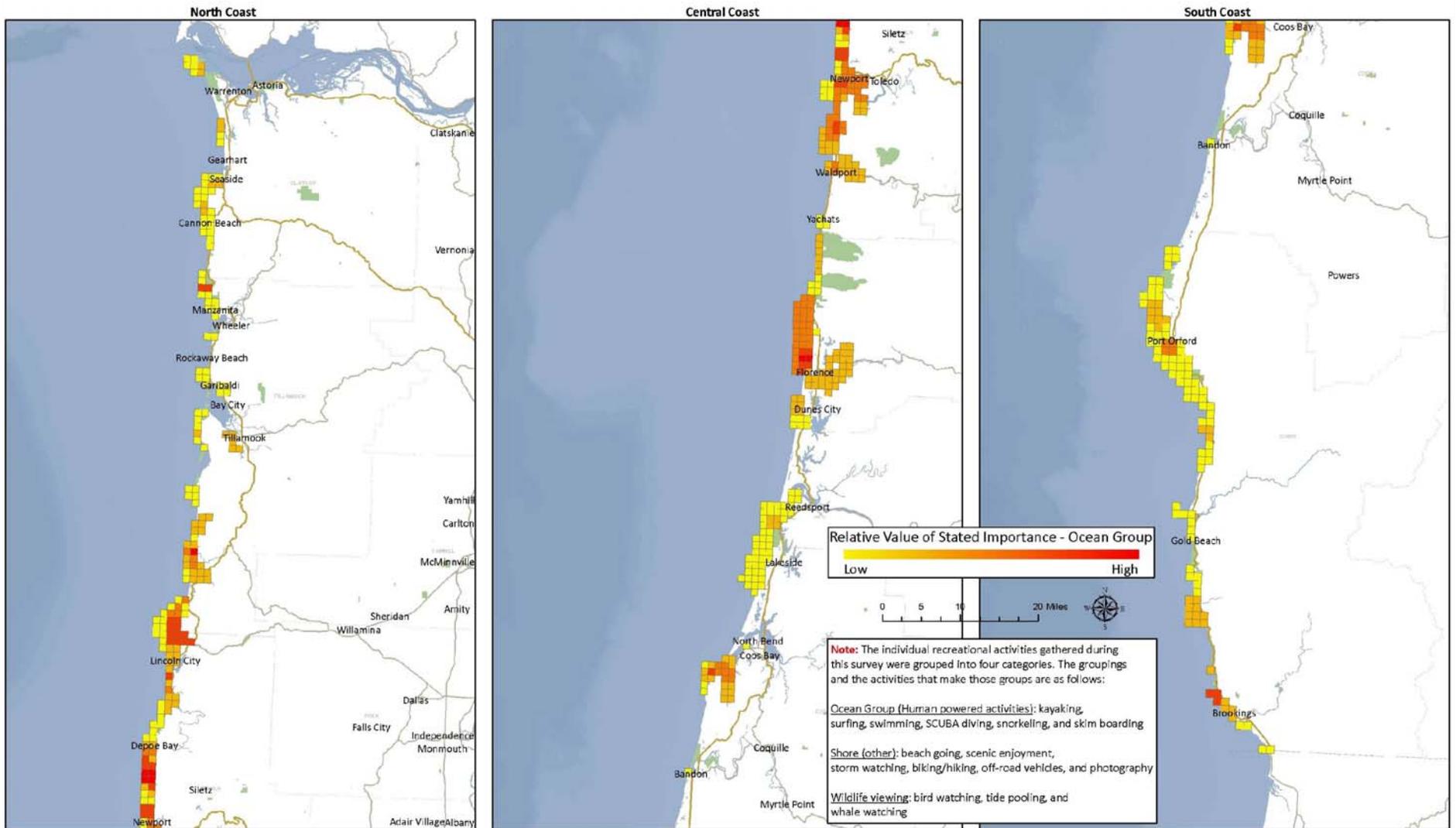
# Panel Last Trip Data Results: Wildlife Group

Non-Consumptive Panel Last Trip Point Data Results - Wildlife Group



# Opt-in Data Results: Ocean Group

Non-Consumptive Opt-In Cumulative Polygon Data Results - Ocean Group



## Expenditures: Panel Survey Respondents for Last Trip

|                                           | Per person average expenditure |
|-------------------------------------------|--------------------------------|
| Lodging                                   | \$30.39                        |
| Food & beverages, restaurant, bar         | \$19.79                        |
| Food & beverages from a store             | \$15.32                        |
| Souvenirs                                 | \$6.34                         |
| Museum, aquarium, etc                     | \$1.90                         |
| Sundries                                  | \$1.17                         |
| Other                                     | \$12.81                        |
| <b>Total Average Expenditure Per Trip</b> | <b>\$87.72</b>                 |