

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

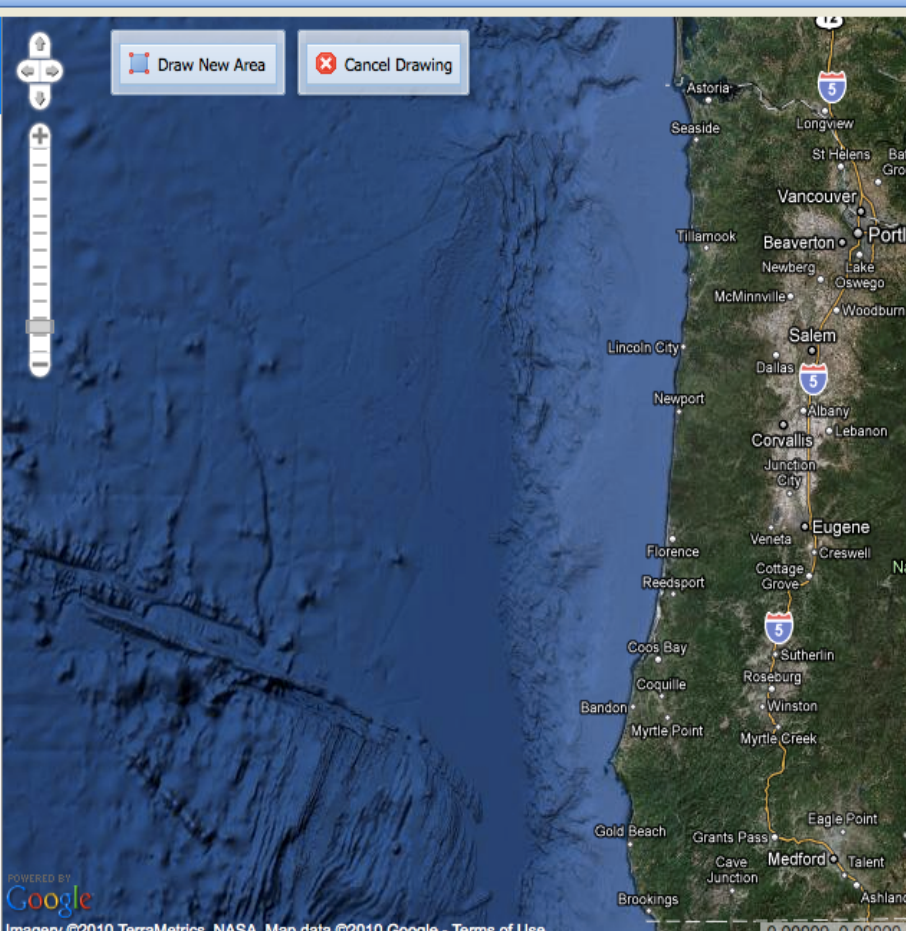
4. Draw the other areas you participated in this activity on your last trip, repeating steps 1 and 2 if needed. Click 'Continue' when you are done.

Skip Activity

Continue >>

Draw New Area

Cancel Drawing



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0.00000, 0.00000

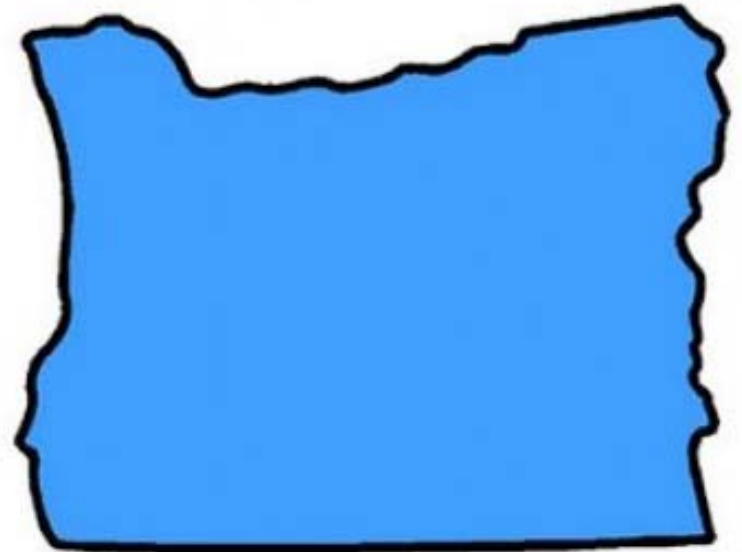
Survey Recruitment

Statewide Panel

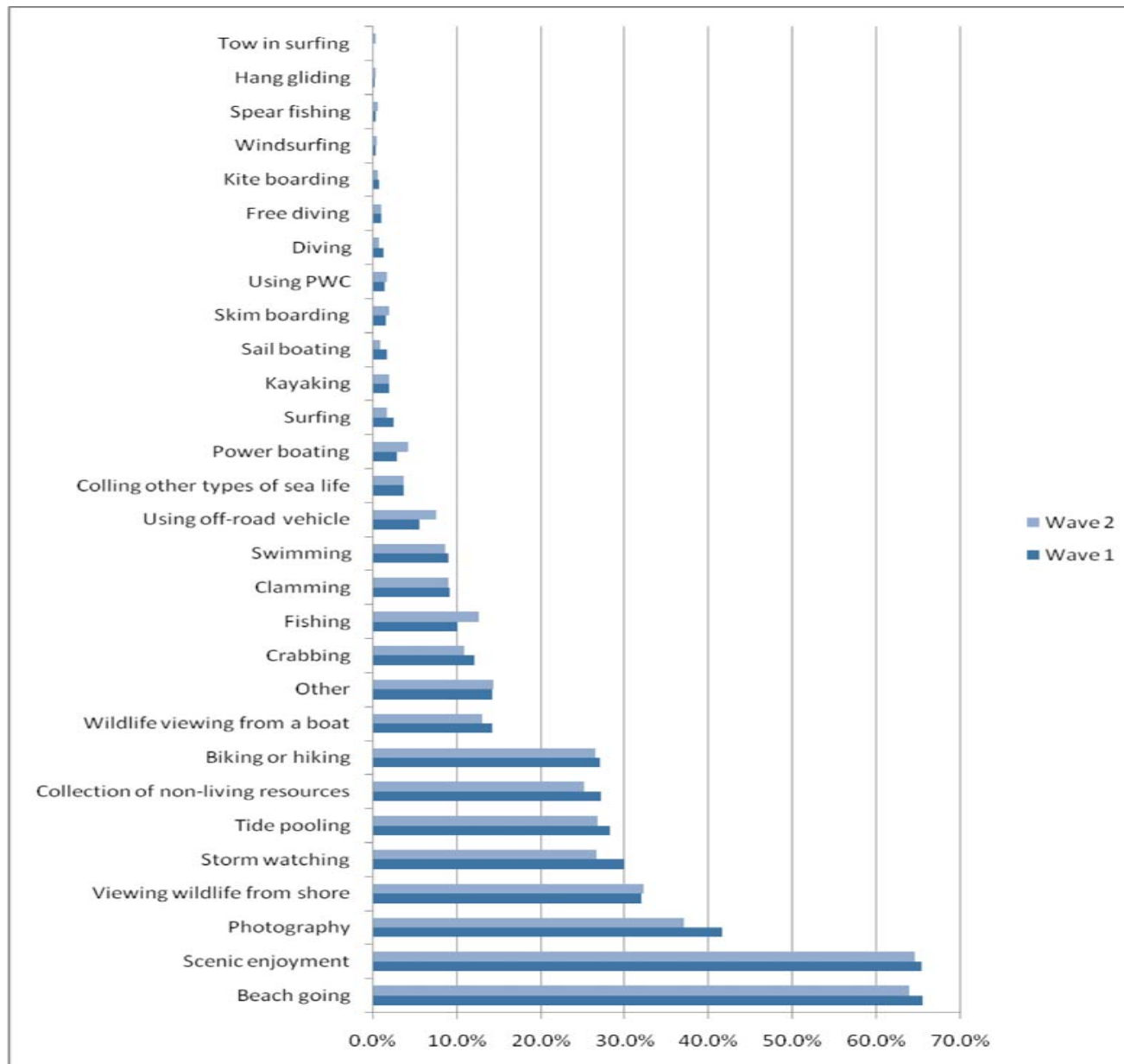
- Sample of OR and WA county residents
- Representative of larger population
- Allows for extrapolating to larger population

Opt-in Survey

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

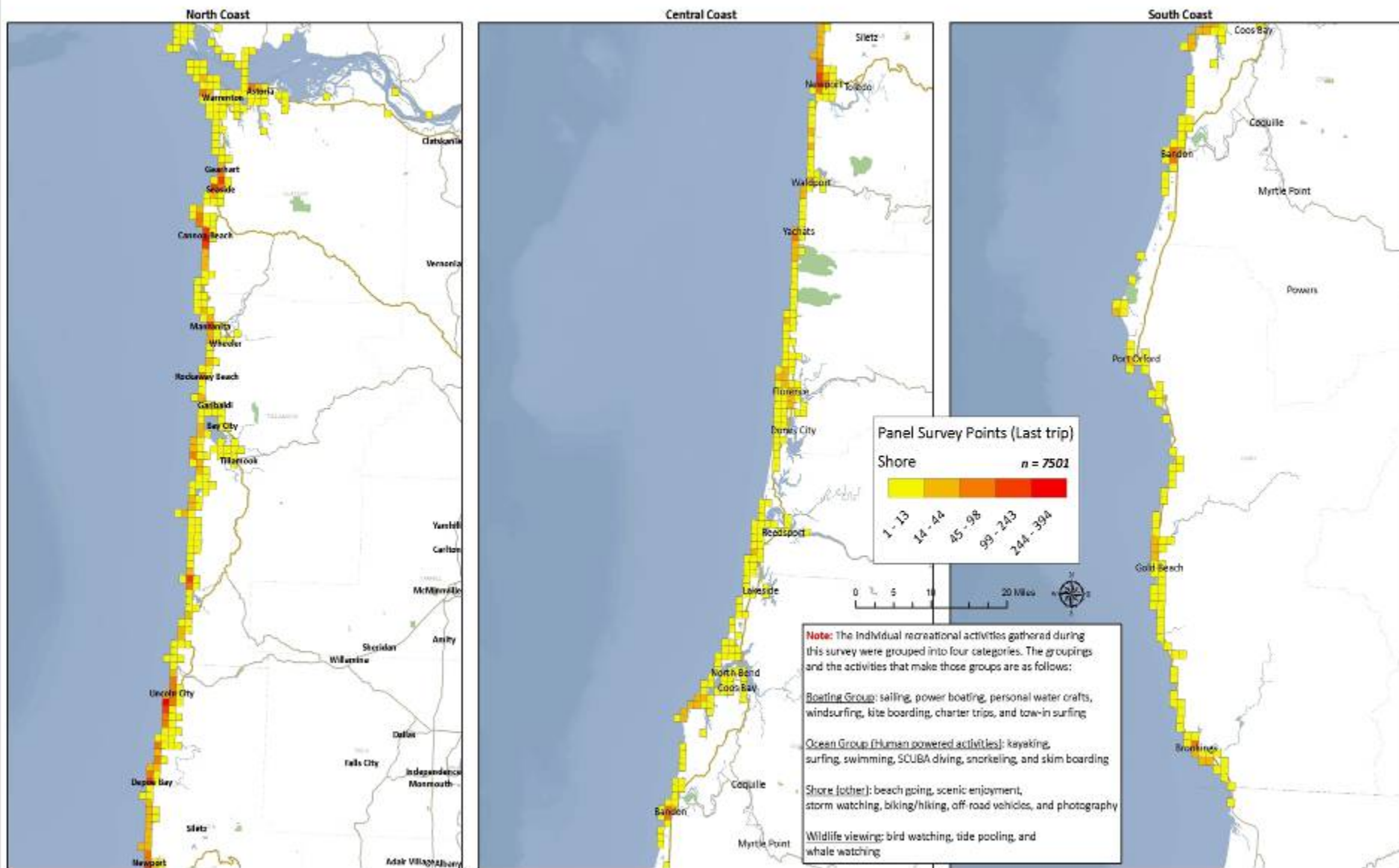


Participation in activities: % of all survey respondents



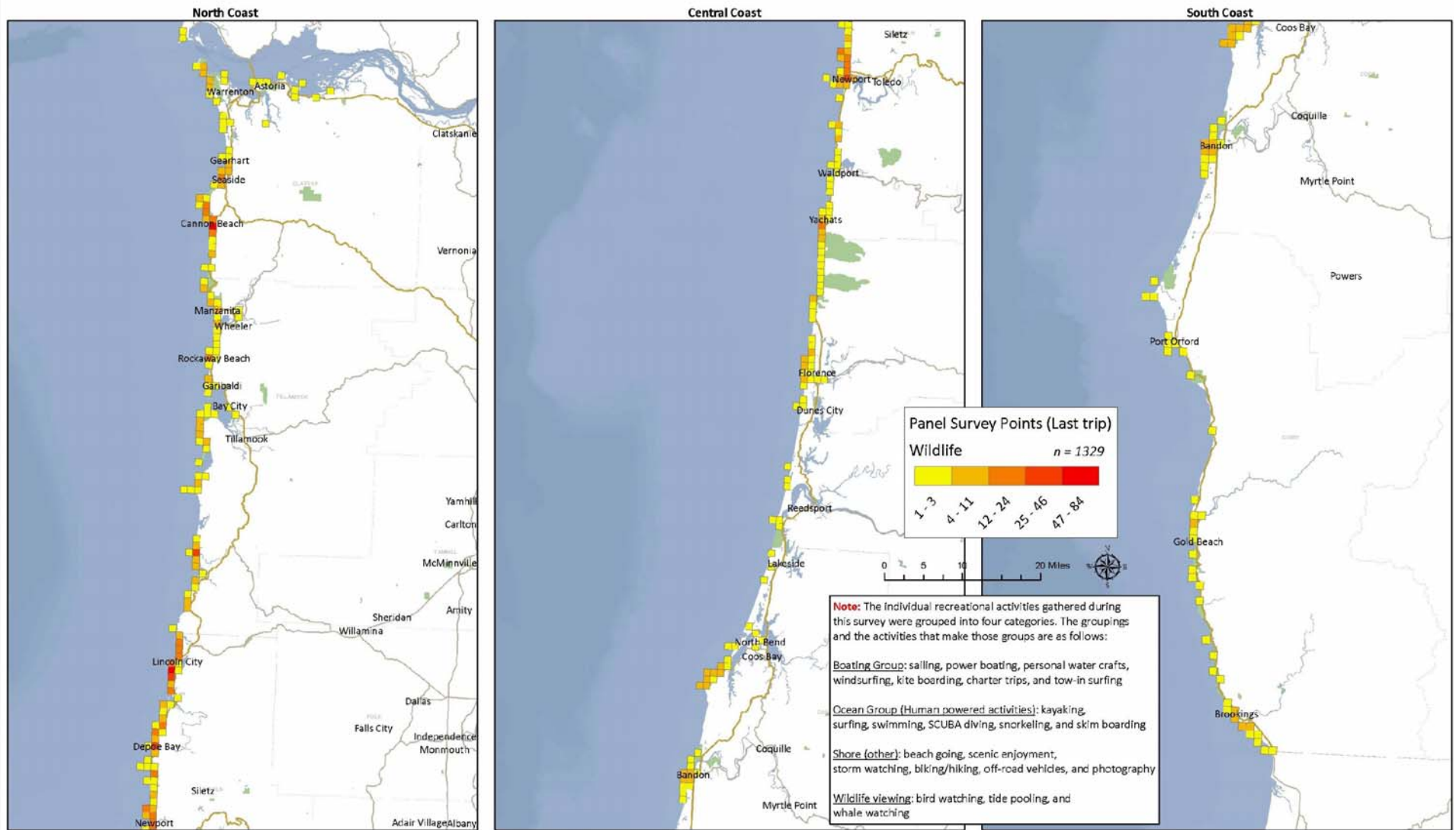
Panel Last Trip Data Results: Shore Group

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



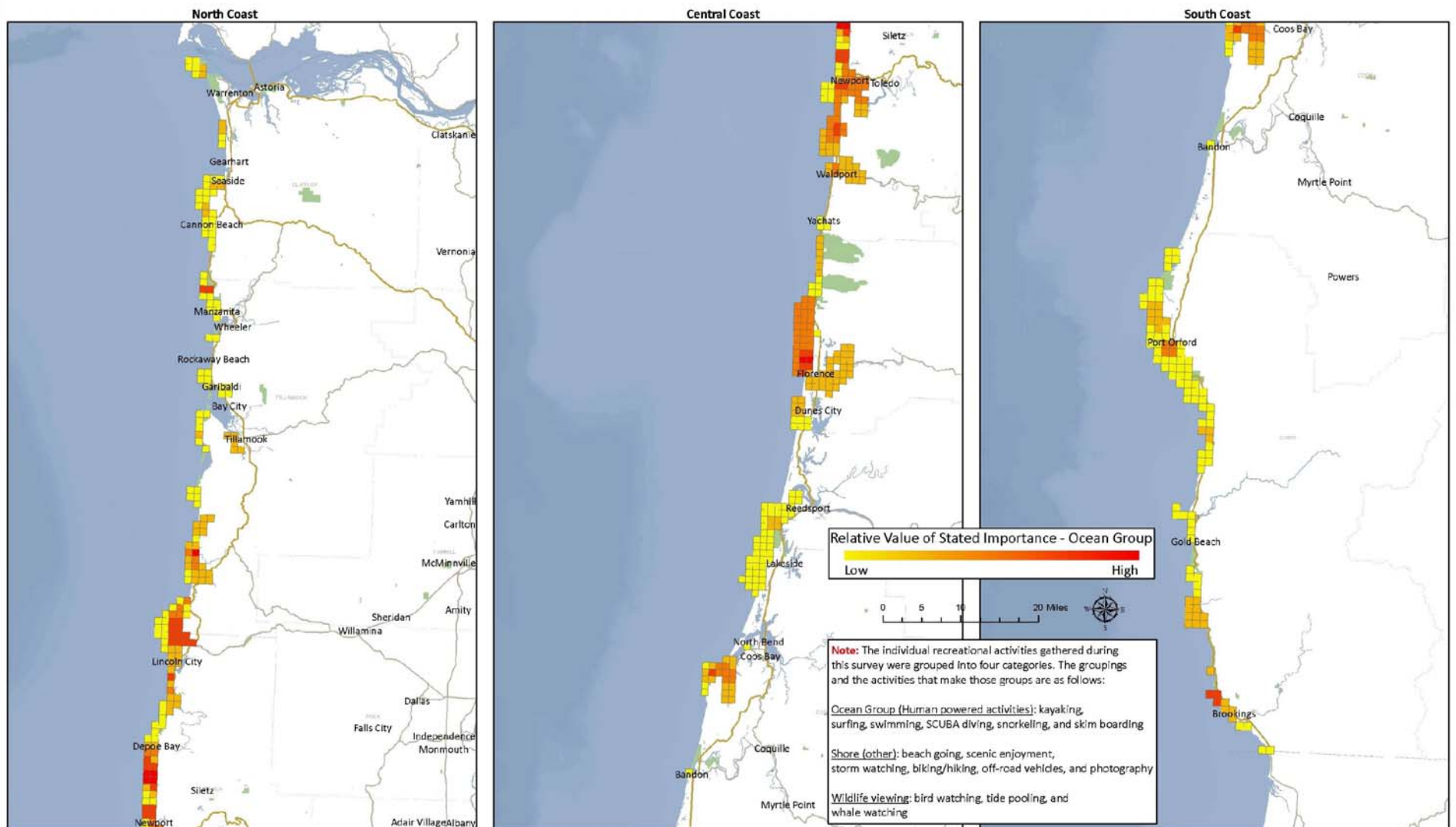
Panel Last Trip Data Results: Wildlife Group

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



Final Map Products - December 20, 2010

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
Total Average Expenditure Per Trip	\$87.72