

Socioeconomics of California's Northern Central Coast Region



11.3 million
days of
sightseeing



7.2 million
days of
beach going



6.2 million
days of
photography



3.1 million
days of
birdwatching



499,000
days of
fishing



138,000
days of
diving

Recreational Activities

National marine sanctuaries provide idyllic settings for a variety of outdoor recreational activities that contribute to local economies. Socioeconomic surveys can provide insight into the types of recreational activities enjoyed by visitors. The report, *A Socioeconomic Profile of Recreation Users of the California Northern Central Coast Region, Greater Farallones National Marine Sanctuary and the northern portion of Monterey Bay National Marine Sanctuary, 2011*, estimates the amount of time people spend recreating in these special ocean places.

How are people using sanctuaries?

Survey respondents reported engaging in over 20 different activities in national marine sanctuaries along the Northern Central Coast of California. Some of the most common activities in the region were sightseeing, beach going, swimming, photography, fishing and bird watching. Less frequently reported recreational activities included surfing, sailing, diving and kayaking. At a sanctuary-specific level, sightseeing was the most commonly reported activity within the northern portion of Monterey Bay National Marine Sanctuary (MBNMS), while surveyed visitors to Greater Farallones National Marine Sanctuary (GFNMS) most frequently engaged in surface water sports like swimming, surfing and boating.

This map shows the extent of the study area stretching through GFNMS and the northern portion of MBNMS. The analysis used data collected in 2011 by Point 97 [a marine consultancy firm] through surveys of residents from 13 California counties.



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Photos: NOAA

How much time do people spend recreating in sanctuaries?

The surveyed residents spent more than 37.6 million person-days recreating in the Northern Central Coast region. (The term “person-days” refers to the number of days during which each visitor engaged in a distinct recreational activity). Of that combined total, about 3.2 million of these person-days (8.4%) took place in GFNMS and 1.6 million person-days (4.3%) took place in the northern portion of MBNMS. When the combined number of trips do not include estimated time spent fishing, the resulting non-consumptive forms of recreation (those that do not include extraction of resources) accounted for 98.7% of all recreation in the Northern Central Coast region, 86.7% in GFNMS and 95.0% in the northern portion of MBNMS.

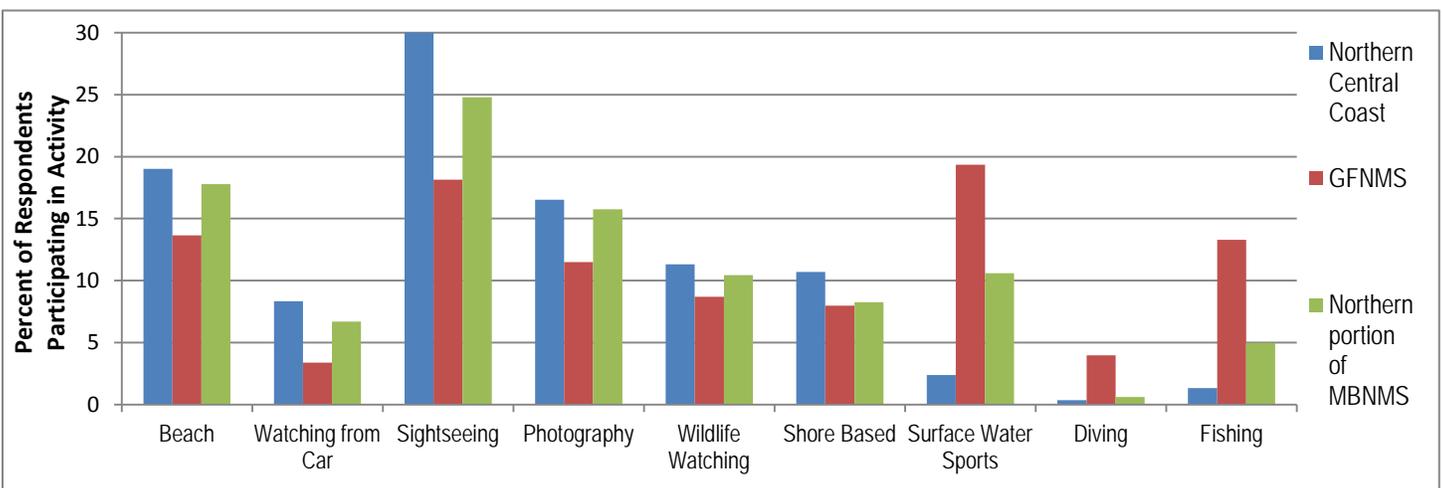
More Information:

The complete report is available here:
<http://sanctuaries.noaa.gov/science/socioeconomic/pdfs/ncc-recreation-report.pdf>

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Intensity of Activities Reported by Region (2011)						
	NCC Region		GFNMS		np of MBNMS	
	Person-Days	(%)	Person-Days	(%)	Person-Days	(%)
Beach	7,155,160	19.01	431,871	13.66	286,423	17.78
Watching from Car	3,136,619	8.33	107,012	3.39	108,037	6.71
Sightseeing	11,312,087	30.06	573,280	18.14	399,484	24.80
Photography	6,216,601	16.52	363,077	11.49	253,760	15.76
Wildlife Watching	4,255,877	11.31	275,174	8.71	168,336	10.45
Other Shore Based	4,023,935	10.69	252,243	7.98	133,161	8.27
Surface Water Sports	898,103	2.39	611,499	19.35	170,849	10.61
Diving	137,547	0.37	126,122	3.99	10,050	0.62
Fishing	500,804	1.33	420,405	13.30	80,399	4.99
Total with Fishing	37,636,734	100	3,160,683	100	1,610,499	100
Total without Fishing	37,135,788		2,740,278		1,530,100	



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<http://sanctuaries.noaa.gov/science/socioeconomic/farallones/>