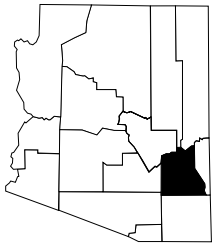


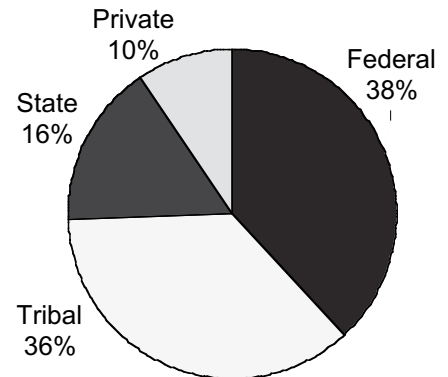
GRAHAM COUNTY



Economic Importance of Off-Highway Vehicle Recreation to Graham County

Graham County is located in the eastern part of the state. It has 0.65% (33,489) of the state's population and 4.1% (2,975,155 acres or 4,648 square miles) of the state's land base. The population density is 7 people per square mile. The landscape ranges from low desert to high elevation mixed conifer forests offering a wide range of outdoor recreation opportunities. The region has several unique OHV opportunities, such as a small dune area and scenic byways.

Land Ownership



- 34% of households in Graham County are OHV users; state percentage is 21%.
- 5% of all Arizona OHV trip destinations for past 12 months were to Graham County.
- 209,712 OHV Recreation Days occur annually in Graham County; 1.7% of Arizona's total.
 - 66,020 OHV Recreation Days (31%) are from Graham County residents.
 - 143,694 OHV days (69%) are from other Arizona residents traveling to Graham County.
- 82% of Graham County OHV households are satisfied with their overall OHV experience.

Total Economic Impact to Graham County from OHV Recreation is \$37.5 MILLION/year

DIRECT ECONOMIC IMPACT—(\$ in millions)

<i>Off-Highway Vehicle Related Expenditures</i>	<i>Total for Graham County</i>	<i>By County Residents</i>	<i>By Other Arizona Residents</i>
OHV Trips—Fuel/Gasoline	\$3.4 M	\$1.9 M	\$1.5 M
Lodging/Campgrounds	\$1.8 M	\$0.2 M	\$1.6 M
Restaurants/Bars	\$2.2 M	\$1.0 M	\$1.2 M
Groceries/Liquor	\$2.7 M	\$1.4 M	\$1.3 M
Other (event fees, souvenirs, etc.)	<u>\$2.3 M</u>	<u>\$0.7 M</u>	<u>\$1.6 M</u>
• Total OHV Recreation Trips	\$12.4 M	\$5.2 M	\$7.2 M

- Off-Highway Vehicles + \$6.7 M
- Tow Vehicles/Trailers + \$2.6 M
- OHV Equipment + \$10.6 M

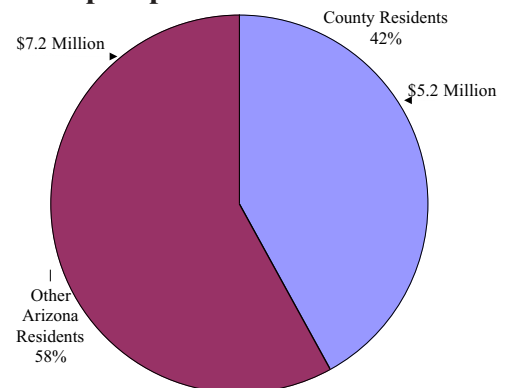
Total OHV Expenditures = \$32.3 Million

TOTAL IMPACT- Multiplier Effect* \$37.5 Million

INDIRECT ECONOMIC IMPACT

- Full-time/Part-time Jobs (#) 348
- Salaries/Wages \$6.2 Million
- State Tax Revenues \$1.4 Million

OHV Trip Expenditures—\$12.4 Million



Economic Importance of OHV Recreation to Graham County

- Creates a statewide economic impact of \$37.5 million (multiplier effect)*
- Contributes \$32.3 million to local economies through OHV-related expenditures
- Adds \$1.4 million to annual state tax revenues
- Provides \$6.2 million in income (salaries/wages) for Graham County residents
- Supports 348 jobs in Graham County

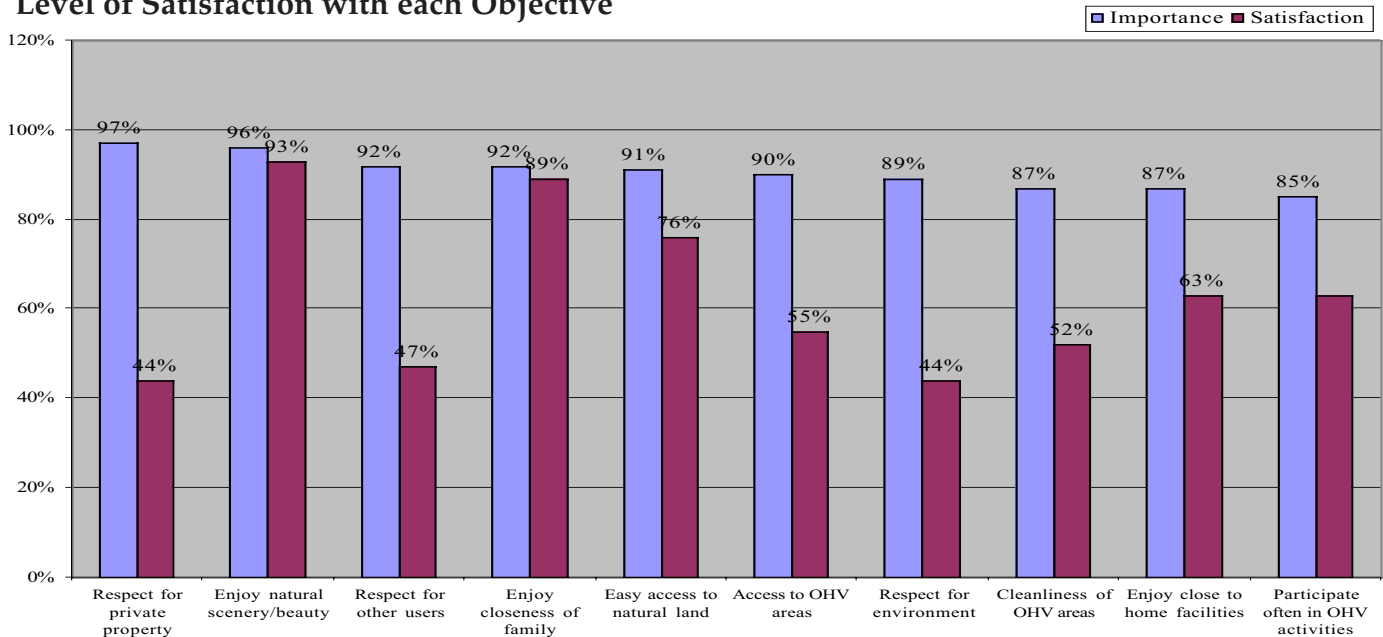
“Top Ten” Main Reason for taking last OHV Trip

- Camping 14%
- Sightseeing 11%
- Driving backroads 10%
- Fishing 10%
- Picnicking 10%
- Hunting 9%
- Trail riding-ATVs 7%
- Hiking or walking 5%
- Hill climbing 4%
- Trail riding-motorbikes 1%

“Top Ten” Outdoor Activities done on last OHV Trip

- Driving backroads 77%
- Picnicking 47%
- Sightseeing 42%
- Hiking or walking 30%
- Camping 30%
- Wildlife/bird watching 30%
- Hill climbing 28%
- Trail riding-ATVs 27%
- Fishing 26%
- Driving in open areas 24%

Evaluation of Last OHV Recreation Trip—“Top Ten” Objectives Rated as Most Important and Level of Satisfaction with each Objective



Type of Vehicle(s) used on last OHV Trip

- 4WD Pickup Truck 50%
- All Terrain Vehicle (ATV) 46%
- Sport Utility Vehicle/Jeep 19%
- Dune Buggy/Sand Rail 16%
- Trail Motorcycle 15%
- 2WD Pickup Truck 5%
- Snowmobile 0%

*Multiplier Effect: sum of OHV expenditures, secondary effects generated by local re-expenditure of money, and induced impact from salaries paid by directly and indirectly impacted industries.



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