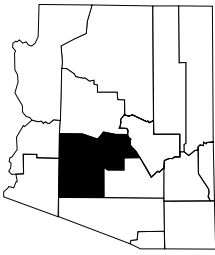


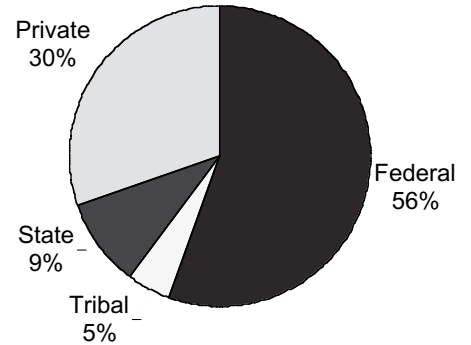
MARICOPA COUNTY



Economic Importance of Off-Highway Vehicle Recreation to Maricopa County

Maricopa County is located in the center of the state. It has nearly 60% (3,072,149) of the state's population and 8% (5,902,107 acres or 9,222 square miles) of the state's land base. This averages out to 333 people per square mile. The topography is primarily Sonoran Desert with low desert mountains. The region provides OHV recreationists with desert OHV opportunities, especially in the winter and spring months.

Land Ownership



- 19% of households in Maricopa County are OHV users; state percentage is 21%.
- 9% of all Arizona OHV trip destinations for past 12 months were to Maricopa County.
- 2,086,893 OHV Recreation Days occur annually in Maricopa County; 17% of AZ's total.
 - 1,856,560 OHV Recreation Days (89%) are from Maricopa County residents.
 - 230,334 OHV days (11%) are from other AZ residents traveling to Maricopa County.
- 81% of Maricopa County OHV households are satisfied with their overall OHV experience.

Total Economic Impact to Maricopa County from OHV Recreation is \$1.8 BILLION/year

DIRECT ECONOMIC IMPACT—(\$ in millions)

<i>Off-Highway Vehicle Related Expenditures</i>	<i>Total for Maricopa County</i>	<i>By County Residents</i>	<i>By Other Arizona Residents</i>
OHV Trips—Fuel/Gasoline	\$83.3 M	\$80.9 M	\$2.4 M
Lodging/Campgrounds	\$10.8 M	\$8.3 M	\$2.5 M
Restaurants/Bars	\$47.6 M	\$45.7 M	\$1.9 M
Groceries/Liquor	\$59.4 M	\$57.4 M	\$2.0 M
Other (event fees, souvenirs, etc.)	\$29.2 M	\$26.7 M	\$2.5 M
• Total OHV Recreation Trips	\$230.3 M	\$219 M	\$11.3 M

- Off-Highway Vehicles + \$294.4 M
- Tow Vehicles/Trailers + \$200.6 M
- OHV Equipment + \$632.9 M

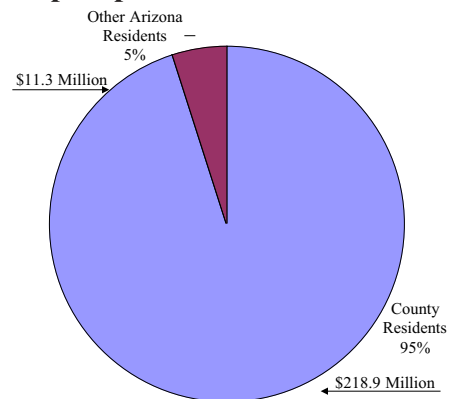
Total OHV Expenditures = \$1,358.2 Million

TOTAL IMPACT- Multiplier Effect* \$1,787.1 Million

INDIRECT ECONOMIC IMPACT

- Full-time/Part-time Jobs (#) 13,111
- Salaries/Wages \$428.9 Million
- State Tax Revenues \$78.5 Million

OHV Trip Expenditures—\$230.3 Million



Economic Importance of OHV Recreation to Maricopa County

- Creates a statewide economic impact of \$1.8 billion (multiplier effect)*
- Contributes \$1.4 billion to local economies through OHV-related expenditures
- Adds \$78.5 million to annual state tax revenues
- Provides \$428.9 million in income (salaries/wages) for Maricopa County residents
- Supports 13,111 jobs in Maricopa County

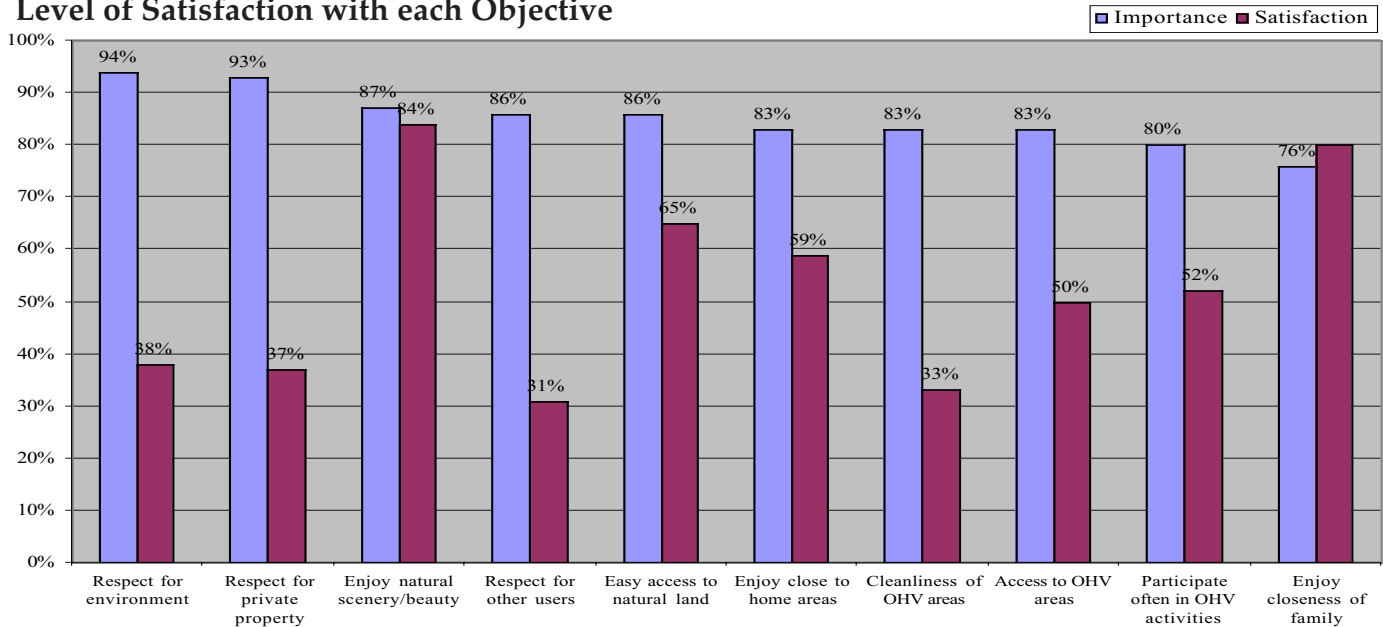
“Top Ten” Main Reason for taking last OHV Trip

- Trail riding-ATVs 16%
- Trail riding-motorbikes 14%
- Driving backroads 13%
- Camping 9%
- Sightseeing 6%
- Visiting historic/arch. sites 6%
- Picnicking 5%
- Fishing 3%
- Hunting 3%
- Boating 3%

“Top Ten” Outdoor Activities done on last OHV Trip

- Driving backroads 75%
- Sightseeing 45%
- Trail riding-ATVs 38%
- Hiking or walking 35%
- Picnicking 33%
- Hill climbing 32%
- Driving in open areas 24%
- Trail riding-motorbikes 23%
- Photography 20%
- Camping 17%

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 53%
- All Terrain Vehicle (ATV) 44%
- Sport Utility Vehicle/Jeep 22%
- Trail Motorcycle 19%
- 2WD Pickup Truck 7%
- Dune Buggy/Sand Rail 1%
- 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.



For more information contact:
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