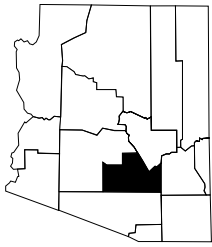


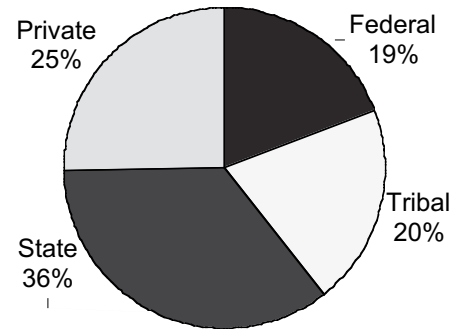
PINAL COUNTY



Economic Importance of Off-Highway Vehicle Recreation to Pinal County

Pinal County is located in the central part of the state. It has 3.5% (179,727) of the state's population and 4.7% (3,437,462 acres or 5,371 square miles) of the state's land base. This averages out to 33 people per square mile. Much of the landscape is Sonoran Desert with the eastern edge rough mountainous terrain offering a wide range of outdoor recreation opportunities. The region is a popular destination for OHV recreationists who want to experience rock crawling.

Land Ownership



- 22% of households in Pinal County are OHV users; state percentage is 21%.
- 4% of all Arizona OHV trip destinations for past 12 months were to Pinal County.
- 600,020 OHV Recreation Days occur annually in Pinal County; 4.9% of Arizona's total.
 - 197,918 OHV Recreation Days (33%) are from Pinal County residents.
 - 402,101 OHV days (67%) are from other Arizona residents traveling to Pinal County.
- 77% of Pinal County OHV households are satisfied with their overall OHV experience.

Total Economic Impact to Pinal County from OHV Recreation is \$153 MILLION/year

DIRECT ECONOMIC IMPACT—(\$ in millions)

<i>Off-Highway Vehicle Related Expenditures</i>	<i>Total for Pinal County</i>	<i>By County Residents</i>	<i>By Other Arizona Residents</i>
OHV Trips—Fuel/Gasoline	\$11.7 M	\$7.5 M	\$4.2 M
Lodging/Campgrounds	\$5.2 M	\$0.8 M	\$4.4 M
Restaurants/Bars	\$7.4 M	\$4.2 M	\$3.2 M
Groceries/Liquor	\$8.9 M	\$5.4 M	\$3.5 M
Other (event fees, souvenirs, etc.)	\$7.0 M	\$2.8 M	\$4.2 M
• Total OHV Recreation Trips	\$40.2 M	\$20.7 M	\$19.5 M

- Off-Highway Vehicles + \$31.8 M
- Tow Vehicles/Trailers + \$25.6 M
- OHV Equipment + \$37.7 M

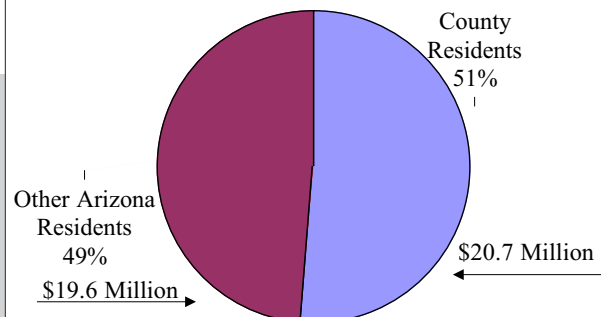
Total OHV Expenditures = \$135.3 Million

TOTAL IMPACT- Multiplier Effect* \$152.7 Million

INDIRECT ECONOMIC IMPACT

- Full-time/Part-time Jobs (#) 1,099
- Salaries/Wages \$24.2 Million
- State Tax Revenues \$5.9 Million

OHV Trip Expenditures—\$40.2 Million



Economic Importance of OHV Recreation to Pinal County

- Creates a statewide economic impact of \$152.7 million (multiplier effect)*
- Contributes \$135.3 million to local economies through OHV-related expenditures
- Adds \$5.9 million to annual state tax revenues
- Provides \$24.2 million in income (salaries/wages) for Pinal County residents
- Supports 1,099 jobs in Pinal County

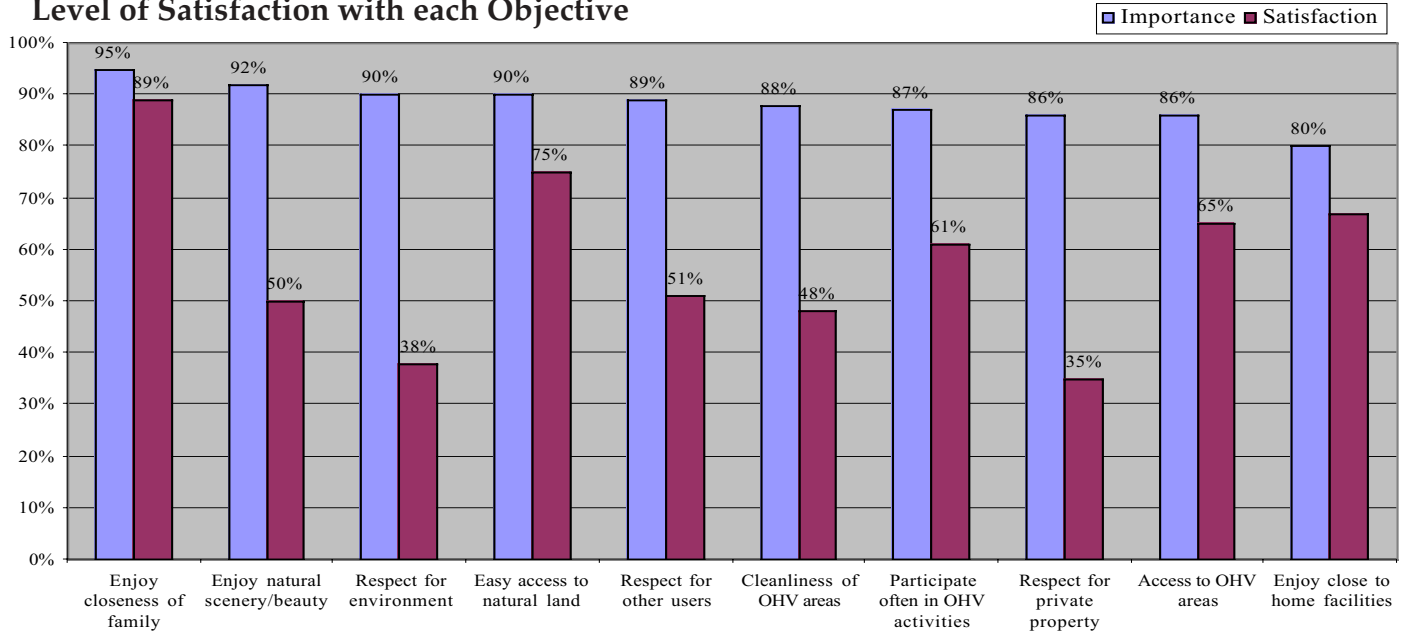
“Top Ten” Main Reason for taking last OHV Trip

- Sightseeing 18%
- Driving backroads 16%
- Hiking or walking 8%
- Camping 6%
- Hunting 6%
- Trail riding-ATVs 4%
- Visiting historic/arch. sites 4%
- Wildlife/bird watching 2%
- Fishing 2%
- Picnicking 2%

“Top Ten” Outdoor Activities done on last OHV Trip

- Driving backroads 80%
- Sightseeing 64%
- Hiking or walking 48%
- Picnicking 48%
- Photography 32%
- Hill climbing 30%
- Camping 28%
- Trail riding-ATVs 22%
- Driving in open areas 20%
- Visiting historic/arch. sites 20%

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 62%
- Sport Utility Vehicle/Jeep 32%
- All Terrain Vehicle (ATV) 26%
- 2WD Pickup Truck 8%
- Trail Motorcycle 6%
- Dune Buggy/Sand Rail 4%
- 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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