

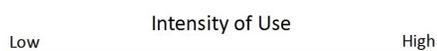
# MID-ATLANTIC COASTAL AND OCEAN RECREATION STUDY

**The Surfrider Foundation**, in partnership with Point 97, The Nature Conservancy, and Monmouth University's Urban Coast Institute, (the Team), and in collaboration with the Mid-Atlantic Regional Council on the Ocean (MARCO), conducted a Coastal and Ocean Recreation Study (Study) for the Mid-Atlantic region in 2013-2014. The Study engaged recreational users and the public in providing data on "non-consumptive" recreational use, including surfing, diving, kayaking, beach going, and wildlife viewing. This data was previously unavailable and fills a key gap in our understanding of coastal and ocean uses in New Jersey and the Mid-Atlantic.

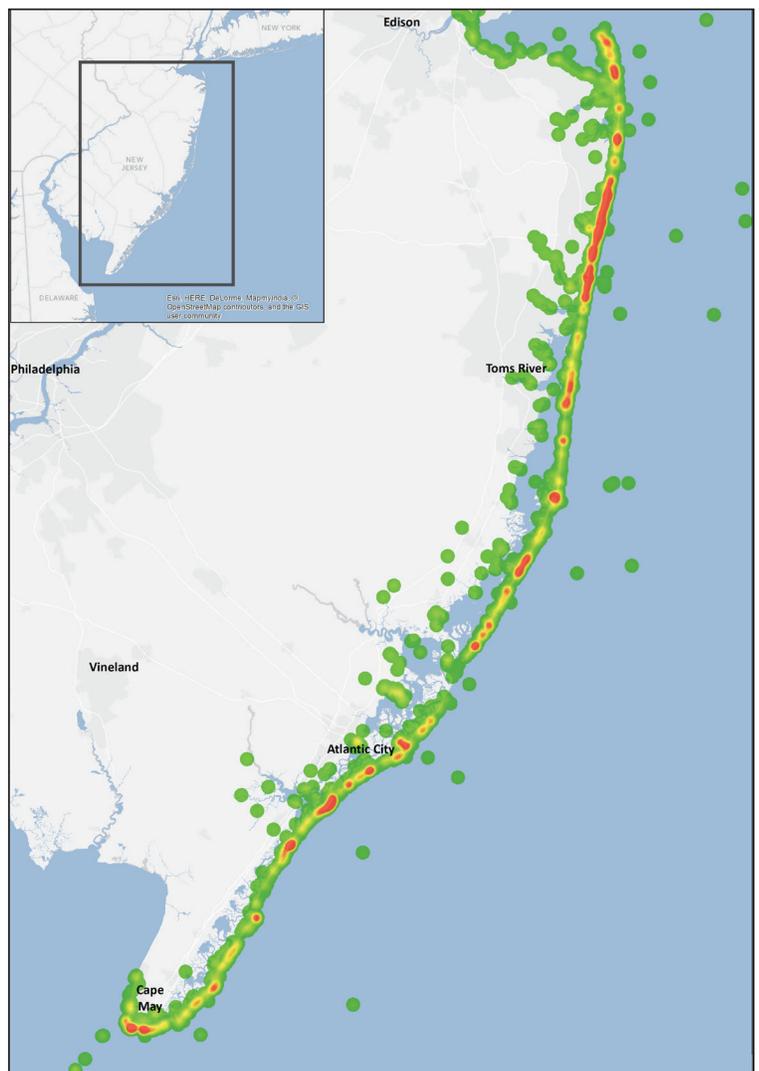
## METHODS

The Team used a web-based survey accessible by mobile phones, tablets, or desktop/laptop computers to collect data from respondents on recreational use patterns, trip expenditures, and demographics. To obtain this data, the survey included a series of questions and an easy-to-use interactive mapping tool, where respondents could mark the places they went to recreate over the last year. The Team then analyzed the resulting spatial data to develop maps indicating intensity of use for recreational activities in the region (see map insert).

To promote participation in the Study, the Team conducted outreach to over 300 recreational groups and businesses throughout the Mid-Atlantic region. In total, Mid-Atlantic respondents completed nearly 1,500 surveys resulting in over 22,000 unique data points.

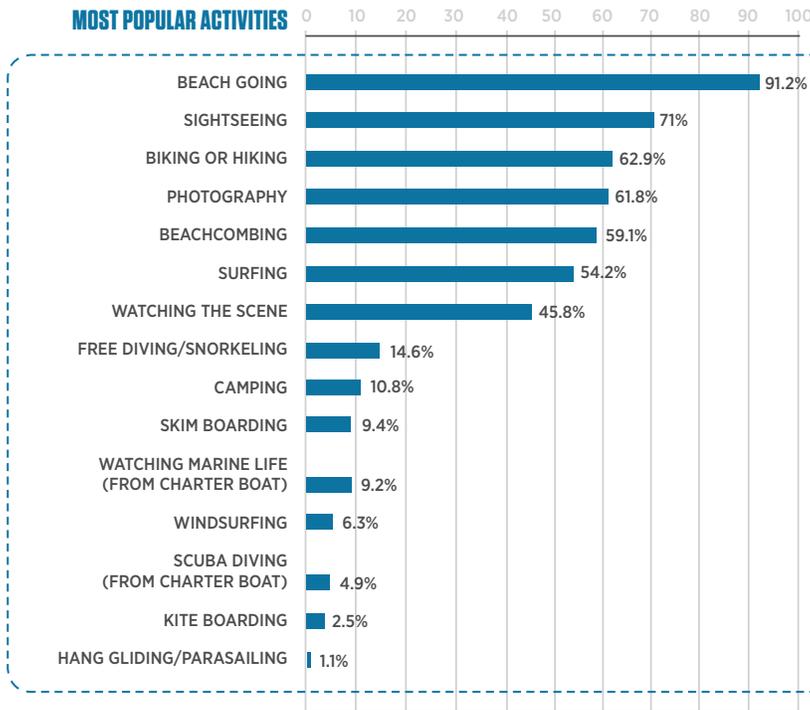


Number of Activity Points: 8,650

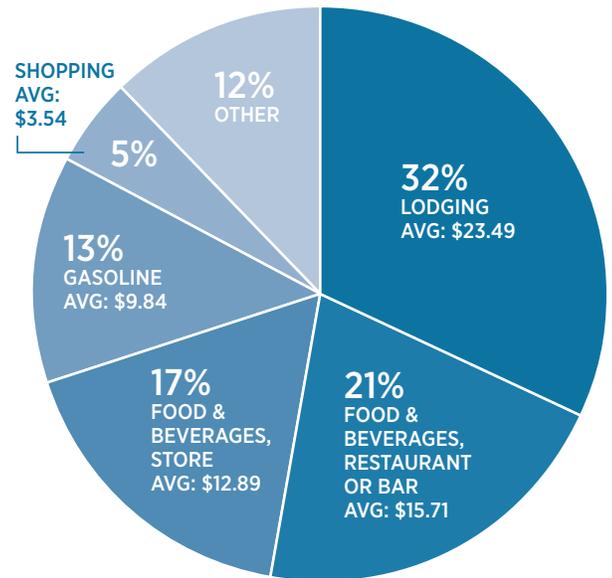


# NEW JERSEY: STUDY FINDINGS

Coastal and ocean recreation encompasses a popular and diverse group of activities in New Jersey (see graphic below) resulting in major economic and social benefits to coastal communities. For example, New Jersey respondents spent an average of \$74.15 per coastal visit.



**AVERAGE EXPENDITURES PER PERSON PER COASTAL VISIT**



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## ACCESSING THE DATA

The Team, in coordination with other relevant recreational use studies in the region, has made the mapping data from the Study available on the MARCO Mid-Atlantic Ocean Data Portal ([portal.midatlanticocean.org](http://portal.midatlanticocean.org)) and to the Mid-Atlantic Regional Planning Body as it develops a Regional Ocean Action Plan for coastal and ocean uses in the Mid-Atlantic. The entire final report can be downloaded here: <http://bit.ly/RecStudies>.

## QUESTIONS?

If you have any questions please email Mid-Atlantic Policy Manager Matt Gove at [mgove@surfrider.org](mailto:mgove@surfrider.org)

*The Surfrider Foundation is dedicated to the protection and enjoyment of the world's oceans, waves and beaches through a powerful activist network.*

