Communities across California recognize that outdoor recreation supports health, contributes to a high quality of life and—perhaps most importantly—attracts and sustains employers and families. Investing in outdoor infrastructure attracts employers and active workforces, ensuring those communities thrive economically and socially.

56% OF CALIFORNIA RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

56% of California residents participate in outdoor recreation each year.

IN CALIFORNIA OUTDOOR RECREATION GENERATES:

- $92.0 BILLION in consumer spending annually
- 691,000 direct jobs
- $30.4 BILLION in wages and salaries
- $6.2 BILLION in state and local tax revenue

California residents are more likely to participate in day hiking and snowboarding than the average American.

1 Wine Institute, Motion Picture Association of America
Outdoor recreation is among our nation’s largest economic sectors, representing the lifeblood of thousands of American communities and providing livelihoods for millions of American workers.

The Nation’s Outdoor Recreation Economy Generates:

- **$887 Billion** in consumer spending annually
- **7.6 Million** American jobs
- **$65.3 Billion** in federal tax revenue
- **$59.2 Billion** in state and local tax revenue

**Job Comparison by Industry**

- **Computer Technology**: 6.7 Million
- **Construction**: 6.4 Million
- **Finance and Insurance**: 6.0 Million
- **Transportation and Warehousing**: 4.8 Million
- **Food and Beverage Service**: 4.7 Million
- **Education**: 2.5 Million
- **Real Estate, Rentals, and Leasing**: 2.3 Million

**Get Involved**

1. Visit the OIA Advocacy Center at outdoorindustry.org/advocacy to learn more about the issues and actions affecting outdoor recreation.
2. Educate your elected officials about the outdoor recreation economy, how it can support healthy economies and healthy communities in your neighborhood and encourage policies that promote it.
3. Go outside and enjoy the public lands and waters that are our nation’s treasures. They belong to you.

Outdoor Industry Association

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OUTDOORINDUSTRY.ORG

Notes:

1 Bureau of Economic Analysis
2 Bureau of Labor Statistics
3 Computing Technology Industry Association