

Oregon Resident Outdoor Recreation Demand Analysis – Benton County Summary

2013-2017 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting
Documentation

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Background

In preparation for the 2013-2017 Oregon Statewide Comprehensive Outdoor Recreation Plan (SCORP), the Oregon Parks and Recreation Department (OPRD) contracted with Oregon State University (OSU) to conduct a statewide survey of Oregon residents regarding their 2011 outdoor recreation participation in Oregon, as well as their opinions about parks and recreation management. This report summarizes key findings of the survey for Benton County. For review of statewide survey results, please see the full survey report, Oregon Resident Outdoor Recreation Demand Analysis, online at: http://www.oregon.gov/oprd/PLANS/docs/scorp/2013-2018_SCORP/Demand_Analysis.pdf

Survey Methodology

The survey was conducted using a random sample of Oregon households. In order to generate sufficient responses for each county, the sample was stratified by county. Separate random samples were drawn from each county. Surveying Oregonians consisted of 50,150 mail outs, with 46,348 of the surveys deliverable (92%). Of those delivered, 8,860 completed surveys were obtained, for an overall response rate of 19%. This response rate is typical of statewide, general population surveys that are long and do not include token financial incentives. Sample data were weighted to represent county-level population proportions and statewide age-related proportions. For a detailed description of the survey methodology, please see the full survey report at the web link provided above.

Outdoor Recreation Activities

Based on previous SCORP outdoor recreation activity lists and input from the SCORP steering committee comprised of parks and recreation managers across Oregon, seventy (70) recreation activities were identified as important recreation activity types. These activities were grouped into eight (8) categories, including Non-motorized Trail Activities, Motorized Activities, Non-motorized Snow Activities, Outdoor Leisure / Sporting Activities, Nature Study Activities, Vehicle-based Camping Activities, Fishing / Hunting / Shooting Activities, and Non-motorized Water-based and Beach Activities.

User Occasions and Participation in Outdoor Recreation

User occasions (number of times people engage in an activity) and percent of the population that participates in an activity are presented for Benton County in the following tables. The top activities for Benton County both user occasions (based on where the activity occurred) and proportion of Benton County residents are included in Table 1. County totals for all seventy recreation activities are included in Table 2.

Table 1. Top Ten Activities in Benton County, 2011

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	21,202,522	Walking on local streets / sidewalks	72.8
Walking on local trails / paths	7,227,822	Walking on local trails / paths	69.7
Jogging / running on streets / sidewalks	5,256,603	Attending outdoor concerts, fairs, festivals	60.2
Bicycling on paved trails	4,374,898	Beach activities – ocean	60.1
Dog walking / going to dog parks / off-leash areas	4,239,446	Relaxing, hanging out, escaping heat / noise, etc.	57.8
Jogging / running on trails / paths	3,479,504	Sightseeing / driving or motorcycling for pleasure	55.3
Walking / day hiking on non-local trails / paths	3,008,077	Walking / day hiking on non-local trails / paths	53.8
Bicycling on roads, streets /sidewalks	2,848,907	Picnicking	52.0
Relaxing, hanging out, escaping heat / noise, etc.	2,491,932	General play at a neighborhood park / playground	46.3
General play at a neighborhood park / playground	1,814,512	Bicycling on roads, streets /sidewalks	42.7

Table 2. User Occasions and Participation in Outdoor Recreation Activities, Benton County Residents, 2011

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	21,202,522	72.8
Walking on local trails / paths	7,227,822	69.7
Walking / day hiking on non-local trails / paths	3,008,077	53.8
Long-distance hiking (back packing)	116,435	18.3
Jogging / running on streets / sidewalks	5,256,603	22.4
Jogging / running on trails / paths	3,479,504	20.0
Horseback riding	125,530	4.0
Bicycling on unpaved trails	638,329	17.0
Bicycling on paved trails	4,374,898	32.9
Bicycling on roads, streets / sidewalks	2,848,907	42.7
Bicycle touring on paved roads / paths (long day / multi-day rides)*		18.1
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	76,178	9.6
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	178,443	9.7
Class III – Off-road motorcycling	104,327	2.5
Class IV – Riding UTVs / side-by-side ATVs (non-straddle seat, driver and passenger sit side-by-side in the vehicle, steering wheel for steering control)	<1,000	1.3
Snowmobiling	<1,000	3.2
Personal water craft – jet ski	27,489	3.4
Power boating (cruising / water skiing)	4,615	17.5
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	<1,000	23.0
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	6.2
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	1,668	6.1
Snowshoeing	1,944	9.4
Sledding, tubing, or general snow play	70,335	29.5
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	1,109,969	55.3
Picnicking	386,765	52.0
General play at a neighborhood park / playground	1,814,512	46.3
Dog walking / going to dog parks / off-leash areas	4,239,446	31.7
Relaxing, hanging out, escaping heat / noise, etc.	2,491,932	57.8
Attending outdoor concerts, fairs, festivals	222,682	60.2
Tennis (played outdoors)	113,014	8.0
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	417,506	10.9
Baseball / softball	363,265	12.8
Football, soccer, lacrosse, rugby, ultimate frisbee	877,182	16.5

Activity	User Occasions	% Population Participating
Golf	368,372	13.3
Disc golf	508,021	15.2
Skateboarding, inline skating, roller skating, roller skiing	78,342	2.4
Rock climbing, bouldering, mountaineering	47,987	5.6
Orienteering, geocaching	40,866	5.7
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	86,012	40.2
Nature Study Activities		
Bird watching	928,139	16.5
Whale watching	-	19.4
Exploring tidepools	-	39.8
Other nature / wildlife / forest / wildflower observation	1,157,038	37.5
Visiting botanical gardens	50,645	13.9
Visiting nature centers	33,296	18.3
Outdoor photography, painting, drawing	732,069	19.8
Collecting (rocks, plants, mushrooms, berries)	409,760	24.0
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	33,209	15.8
Car camping with a tent	37,226	40.9
Motorcycle camping with a tent	<1,000	1.5
Yurts / camper cabins	2,976	8.8
Fishing, Hunting, Shooting Activities		
Fly fishing	19,377	4.4
Fishing from a boat (other than fly fishing)	26,328	18.2
Fishing from a bank or shore (other than fly fishing)	116,463	16.4
Crabbing	-	10.4
Shellfishing / clamming	-	4.4
Big game hunting with a gun	60,433	6.4
Big game hunting with a bow	18,613	1.4
Waterfowl hunting	18,982	1.7
Upland bird or small game hunting	19,703	2.7
Target / skeet shooting / archery	143,640	10.5
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	18,350	11.1
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	48,105	14.4
Surfing / ocean stand-up paddling	-	2.1
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	3.0
Beach activities – ocean	-	60.1
Beach activities – lakes, reservoirs, rivers	191,342	28.4
Swimming / playing in outdoor pools / spray parks	389,839	21.5
Snorkeling / SCUBA diving	<1,000	1.9

*Bicycle touring was asked as a separate question regarding participation only.

Camping Likelihood and Priority Needs

This set of questions asked people to rate various camping types using 5-point Likert scales according to the likelihood of using a type of camping when or if the individual went camping at an Oregon State Park campground (1 = Not at all likely to 5 = Very likely), and to rate their perceived need for more of each type of camping near the individual's community (1 = Lowest priority need to 5 = Highest priority need).

For Benton County residents, drive-in tent sites had the highest likelihood of use, while RV sites had the lowest likelihood of use (Table 3). Similarly, drive-in tent sites had the highest priority need, while RV sites had the lowest priority need.

Table 3. Likelihood and Priority Need for Camping Type, Benton County

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	1.9	1.8
Cabins or yurts w/ heat, lights	3.2	2.9
Cabins or yurts w/ heat, lights, bathroom, kitchen	3.0	2.8
Drive-in tent sites	4.1	3.4
Hike-in tent sites	3.1	3.0
Hiker-biker sites	2.4	2.6
Other type	2.6	2.5

* Means scores for 5-point Likert Scale (1 = "Not at all likely" or "Lowest priority need" to 5 = "Very likely" or "Highest priority need")

Priorities for the Future

Survey participants were asked about their opinions on priorities for the future in and near their community. Respondents were asked to rate several items for investment by park and forest agencies using a 5-point Likert scale (1 = Lowest priority need to 5 = Highest priority need). Items were developed by the steering committee, representing several municipal-type areas and beyond.

Table 4 reports Benton County results, with items listed in descending order by mean priority ratings. The top priority needs for Benton County residents are soft surface walking trails, off-street bicycle trails, nature and wildlife viewing areas and access to waterways. Picnic areas for small groups, playgrounds with natural materials (Natural Play Areas) and community gardens rated high as well. Off-highway vehicle trails / areas, tennis and basketball courts and baseball / softball fields rated the lowest on priority investments.

Table 4. Priorities for the Future, What Park and Forest Agencies Should Invest In, Benton County—Mean For 5-Point Likert (1 = “Lowest priority need” to 5 = “Highest priority need”)

Item	Mean
Dirt / other soft surface walking trails and paths	3.9
Off-street bicycle trails and pathways	3.6
Nature and wildlife viewing areas	3.4
Public access sites to waterways	3.4
Picnic areas and shelters for <u>small</u> visitor groups	3.3
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.1
Community gardens	3.0
Paved / hard surface walking trails and paths	2.9
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.9
Off-leash dog areas	2.8
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.7
Picnic areas and shelters for <u>large</u> visitor groups	2.7
Multi-use fields for soccer, football, lacrosse, etc.	2.7
Basketball courts	2.4
Baseball / softball fields	2.3
Outdoor tennis courts	2.2
Off-highway vehicle trails / areas	2.2

Value and Delivery for Benefits of Parks and Recreation Services

Benton County residents that participated in outdoor recreation activities were also asked their opinions related to the benefits provided by park and recreation agencies. First, respondents were asked to rate each benefit type based on how valued it is using a 5-point Likert scale (1 = Least valued to 5 = Most valued). Next, they were asked to rate how well park and recreation agencies are currently delivering each benefit type using a similar scale (1 = Currently does not deliver at all to 5 = Currently delivers extremely well).

Ranging from a mean score of 2.7 to 4.4 on the 5-point scale, improving physical health, preserve open space and community desirability rated the highest valued in Benton County. Lowest valued benefits in Benton County included promote tourism, help attract new residents / businesses and increase property values. Delivery of benefits ranged from a mean score of 2.9 to 3.9, with community desirability improve physical health, preserve open space and enhance a sense of place rated the highest delivered in Benton County. Lowest delivered benefits in Benton County included help attract new residents / businesses, promote tourism and help reduce crime.

Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Benton County

Value For Benefits of Parks and Recreation Services—Mean for 5-point Likert (1 = "Least valued" to 5 = "Most valued")		Delivery of Benefits of Parks and Recreation Services—Mean for 5-point Likert (1 = "Currently does not deliver at all" to 5 = "Currently delivers extremely well")	
Benefit	Value Mean	Benefit	Delivery Mean
Improve physical health and fitness	4.4	Make your community a more desirable place to live	3.9
Preserve open space and the environment	4.3	Improve physical health and fitness	3.8
Make your community a more desirable place to live	4.2	Preserve open space and the environment	3.6
Improve mental health and reduce stress	4.1	Enhance a sense of place and community	3.6
Enhance a sense of place and community	3.9	Improve mental health and reduce stress	3.5
Help reduce crime	3.7	Provide opportunities for social interaction	3.5
Provide opportunities for social interaction	3.5	Preserve historical features in your community	3.4
Preserve historical features in your community	3.5	Increase property values in your community	3.3
Increase property values in your community	3.3	Help reduce crime	3.2
Help attract new residents and businesses	2.8	Promote tourism	3.0
Promote tourism	2.7	Help attract new residents and businesses	2.9