

# Oregon Resident Outdoor Recreation Demand Analysis – Coos 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 Coos 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](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 Coos County in the following tables. The top activities for Coos County both user occasions (based on where the activity occurred) and proportion of Coos 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 Coos County, 2011**

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	4,821,142	Walking on local streets / sidewalks	64.6
Walking on local trails / paths	2,168,049	Sightseeing / driving or motorcycling for pleasure	61.4
Beach activities – ocean	1,518,498	Walking on local trails / paths	57.8
Relaxing, hanging out, escaping heat / noise, etc.	1,403,950	Beach activities – ocean	53.5
Sightseeing / driving or motorcycling for pleasure	1,257,292	Relaxing, hanging out, escaping heat / noise, etc.	52.7
Walking / day hiking on non-local trails / paths	1,251,010	Picnicking	50.3
Dog walking / going to dog parks / off-leash areas	1,202,281	General play at a neighborhood park / playground	44.9
Class I – All-terrain vehicle riding	1,151,243	RV / motorhome / trailer camping	43.9
Class II – Off-road 4-wheel driving	944,646	Walking / day hiking on non-local trails / paths	39.6
Bicycling on roads, streets / sidewalks	904,123	Exploring tide pools	39.0

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

Activity	User Occasions	% Population Participating
<b>Non-motorized Trail Activities</b>		
Walking on local streets / sidewalks	4,821,142	64.6
Walking on local trails / paths	2,168,049	57.8
Walking / day hiking on non-local trails / paths	1,251,010	39.6
Long-distance hiking (back packing)	30,763	9.8
Jogging / running on streets / sidewalks	551,757	10.2
Jogging / running on trails / paths	230,274	10.1
Horseback riding	199,692	5.5
Bicycling on unpaved trails	207,190	10.6
Bicycling on paved trails	415,815	15.0
Bicycling on roads, streets / sidewalks	904,123	21.1
Bicycle touring on paved roads / paths (long day / multi-day rides)*		3.3
<b>Motorized Activities</b>		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	1,151,243	29.4
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	944,646	30.7
Class III – Off-road motorcycling	206,821	8.7
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)	516,611	7.5
Snowmobiling	<1,000	1.8
Personal water craft – jet ski	95,114	4.9
Power boating (cruising / water skiing)	245,181	24.7
<b>Non-motorized Snow Activities</b>		
Downhill (alpine) skiing / snowboarding	<1,000	9.5
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	1.7
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	<1,000	1.6
Snowshoeing	<1,000	4.3
Sledding, tubing, or general snow play	18,377	17.8
<b>Outdoor Leisure / Sporting Activities</b>		
Sightseeing / driving or motorcycling for pleasure	1,257,292	61.4
Picnicking	443,801	50.3
General play at a neighborhood park / playground	894,026	44.9
Dog walking / going to dog parks / off-leash areas	1,202,281	28.5
Relaxing, hanging out, escaping heat / noise, etc.	1,403,950	52.7
Attending outdoor concerts, fairs, festivals	346,479	36.5
Tennis (played outdoors)	26,181	2.9
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	55,510	6.1
Baseball / softball	78,334	5.3
Football, soccer, lacrosse, rugby, ultimate frisbee	81,447	4.6

Activity	User Occasions	% Population Participating
Golf	93,275	10.8
Disc golf	104,296	10.3
Skateboarding, inline skating, roller skating, roller skiing	67,956	2.1
Rock climbing, bouldering, mountaineering	16,085	4.0
Orienteering, geocaching	25,085	5.1
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	125,129	29.0
<b>Nature Study Activities</b>		
Bird watching	590,321	13.2
Whale watching	192,237	26.4
Exploring tidepools	637,894	39.0
Other nature / wildlife / forest / wildflower observation	590,455	24.3
Visiting botanical gardens	220,317	31.5
Visiting nature centers	70,047	15.6
Outdoor photography, painting, drawing	315,286	15.8
Collecting (rocks, plants, mushrooms, berries)	497,265	37.2
<b>Vehicle-based Camping Activities</b>		
RV / motorhome / trailer camping	494,067	43.9
Car camping with a tent	245,194	32.4
Motorcycle camping with a tent	6,512	3.3
Yurts / camper cabins	55,987	4.9
<b>Fishing, Hunting, Shooting Activities</b>		
Fly fishing	47,732	9.1
Fishing from a boat (other than fly fishing)	340,690	22.6
Fishing from a bank or shore (other than fly fishing)	411,329	24.1
Crabbing	584,444	28.8
Shellfishing / clamming	582,883	14.0
Big game hunting with a gun	131,677	15.8
Big game hunting with a bow	18,644	1.9
Waterfowl hunting	14,321	2.3
Upland bird or small game hunting	11,991	2.3
Target / skeet shooting / archery	177,350	19.2
<b>Non-motorized Water-based and Beach Activities</b>		
White-water canoeing, kayaking, rafting	30,404	22.4
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	174,481	24.7
Surfing / ocean stand-up paddling	124,964	<1.0
Windsurfing / kiteboarding	1,096	<1.0
Sailing	8,578	1.3
Beach activities – ocean	1,518,498	53.5
Beach activities – lakes, reservoirs, rivers	604,807	31.9
Swimming / playing in outdoor pools / spray parks	424,039	12.1
Snorkeling / SCUBA diving	14,740	2.0

\*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 Coos County residents, drive-in tent sites had the highest likelihood of use, while hiker-biker sites had the lowest likelihood of use (Table 3). Similarly, drive-in tent sites had the highest priority need, while hiker-biker sites had the lowest priority need.

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

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	3.0	2.4
Cabins or yurts w/ heat, lights	2.8	2.9
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.7	2.9
Drive-in tent sites	3.4	3.3
Hike-in tent sites	2.3	2.6
Hiker-biker sites	1.7	2.2
Other type	2.8	2.9

\* 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 Coos County results, with items listed in descending order by mean priority ratings. The top priority needs for Coos County residents are access to waterways, soft surface walking trails and picnic areas for small groups. Playgrounds with natural materials (Natural Play Areas) and off-street bicycle trails rated high as well. Tennis and basketball courts, baseball / softball fields and multi-use fields rated the lowest on priority investments.

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

<b>Item</b>	<b>Mean</b>
Public access sites to waterways	3.8
Dirt / other soft surface walking trails and paths	3.6
Picnic areas and shelters for <u>small</u> visitor groups	3.4
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.3
Off-street bicycle trails and pathways	3.3
Picnic areas and shelters for <u>large</u> visitor groups	3.2
Nature and wildlife viewing areas	3.2
Off-highway vehicle trails / areas	3.2
Off-leash dog areas	3.1
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.9
Paved / hard surface walking trails and paths	2.9
Community gardens	2.9
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.8
Multi-use fields for soccer, football, lacrosse, etc.	2.6
Baseball / softball fields	2.5
Basketball courts	2.4
Outdoor tennis courts	2.2

### **Value and Delivery for Benefits of Parks and Recreation Services**

Coos 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 3.4 to 4.3 on the 5-point scale, improving physical health, community desirability and improve mental health rated the highest valued in Coos County. Lowest valued benefits in Coos County included provide opportunities for social interaction, increase property values and help attract new residents / businesses. Delivery of benefits ranged from a mean score of 2.6 to 3.4, with preserve open space, improve physical health, preserve historical features and promote tourism rated the highest delivered in Coos County. Lowest delivered benefits in Coos County included help attract new residents / businesses, increase property values and help reduce crime.

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

<b>Value For Benefits of Parks and Recreation Services—Mean for 5-point Likert (1 = "Least valued" to 5 = "Most valued")</b>		<b>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")</b>	
<b>Benefit</b>	<b>Value Mean</b>	<b>Benefit</b>	<b>Delivery Mean</b>
Improve physical health and fitness	4.3	Preserve open space and the environment	3.4
Make your community a more desirable place to live	4.2	Improve physical health and fitness	3.2
Improve mental health and reduce stress	3.9	Preserve historical features in your community	3.2
Help reduce crime	3.8	Promote tourism	3.2
Preserve open space and the environment	3.8	Make your community a more desirable place to live	3.0
Enhance a sense of place and community	3.8	Improve mental health and reduce stress	3.0
Preserve historical features in your community	3.7	Provide opportunities for social interaction	3.0
Promote tourism	3.7	Enhance a sense of place and community	3.0
Help attract new residents and businesses	3.5	Help reduce crime	2.7
Increase property values in your community	3.4	Increase property values in your community	2.6
Provide opportunities for social interaction	3.4	Help attract new residents and businesses	2.6