

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

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	194,328	Walking on local streets / sidewalks	61.8
Bicycling on roads, streets /sidewalks	44,894	Sightseeing / driving or motorcycling for pleasure	58.6
Walking on local trails / paths	38,904	Walking on local streets / sidewalks	52.2
Sightseeing / driving or motorcycling for pleasure	37,389	Picnicking	50.8
Golf	12,557	Relaxing, hanging out, escaping heat / noise, etc.	46.4
Class I – All-terrain vehicles	7,151	General play at a neighborhood park / playground	46.3
Fishing from bank or shore	5,690	Visiting historic sites / history-themed parks	45.9
Car camping with a tent	4,364	Attending outdoor concerts, fairs, festivals	40.8
Big game hunting with a gun	2,306	Walking / day hiking on non-local trails / paths	36.4
Upland bird or small game hunting	1,495	RV / motorhome / trailer camping	35.8

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

Activity	User Occasions	% Population Participating
<b>Non-motorized Trail Activities</b>		
Walking on local streets / sidewalks	194,328	61.8
Walking on local trails / paths	38,904	52.2
Walking / day hiking on non-local trails / paths	<1,000	36.4
Long-distance hiking (back packing)	<1,000	7.1
Jogging / running on streets / sidewalks	<1,000	10.0
Jogging / running on trails / paths	<1,000	7.2
Horseback riding	<1,000	10.8
Bicycling on unpaved trails	<1,000	11.2
Bicycling on paved trails	<1,000	16.6
Bicycling on roads, streets / sidewalks	44,894	25.6
Bicycle touring on paved roads / paths (long day / multi-day rides)*		8.3
<b>Motorized Activities</b>		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	7,151	25.2
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	<1,000	17.0
Class III – Off-road motorcycling	<1,000	4.4
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	4.7
Snowmobiling	<1,000	9.3
Personal water craft – jet ski	<1,000	4.9
Power boating (cruising / water skiing)	<1,000	16.6
<b>Non-motorized Snow Activities</b>		
Downhill (alpine) skiing / snowboarding	<1,000	9.0
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	1.9
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	<1,000	1.1
Snowshoeing	<1,000	5.8
Sledding, tubing, or general snow play	<1,000	35.4
<b>Outdoor Leisure / Sporting Activities</b>		
Sightseeing / driving or motorcycling for pleasure	37,389	58.6
Picnicking	<1,000	50.8
General play at a neighborhood park / playground	<1,000	46.3
Dog walking / going to dog parks / off-leash areas	<1,000	29.1
Relaxing, hanging out, escaping heat / noise, etc.	<1,000	46.4
Attending outdoor concerts, fairs, festivals	<1,000	40.8
Tennis (played outdoors)	<1,000	11.7
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	<1,000	13.3
Baseball / softball	<1,000	10.4
Football, soccer, lacrosse, rugby, ultimate frisbee	<1,000	9.3

Activity	User Occasions	% Population Participating
Golf	12,557	12.6
Disc golf	<1,000	6.5
Skateboarding, inline skating, roller skating, roller skiing	<1,000	5.9
Rock climbing, bouldering, mountaineering	<1,000	2.0
Orienteering, geocaching	<1,000	4.6
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	<1,000	45.9
<b>Nature Study Activities</b>		
Bird watching	<1,000	12.6
Whale watching	-	8.7
Exploring tidepools	-	18.5
Other nature / wildlife / forest / wildflower observation	<1,000	23.0
Visiting botanical gardens	<1,000	5.0
Visiting nature centers	932	7.3
Outdoor photography, painting, drawing	<1,000	12.5
Collecting (rocks, plants, mushrooms, berries)	<1,000	27.6
<b>Vehicle-based Camping Activities</b>		
RV / motorhome / trailer camping	<1,000	35.8
Car camping with a tent	4,364	28.8
Motorcycle camping with a tent	<1,000	2.6
Yurts / camper cabins	<1,000	8.5
<b>Fishing, Hunting, Shooting Activities</b>		
Fly fishing	<1,000	5.7
Fishing from a boat (other than fly fishing)	<1,000	18.7
Fishing from a bank or shore (other than fly fishing)	5,690	30.3
Crabbing	-	9.3
Shellfishing / clamming	-	5.1
Big game hunting with a gun	2,306	15.6
Big game hunting with a bow	<1,000	3.6
Waterfowl hunting	<1,000	2.8
Upland bird or small game hunting	1,495	6.7
Target / skeet shooting / archery	<1,000	14.4
<b>Non-motorized Water-based and Beach Activities</b>		
White-water canoeing, kayaking, rafting	<1,000	8.9
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	<1,000	10.1
Surfing / ocean stand-up paddling	-	<1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	<1.0
Beach activities – ocean	-	31.1
Beach activities – lakes, reservoirs, rivers	<1,000	26.8
Swimming / playing in outdoor pools / spray parks	<1,000	28.8
Snorkeling / SCUBA diving	<1,000	<1.0

\*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 Gilliam 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, Gilliam County**

<b>Camping Type</b>	<b>How likely to use camping type in state park*</b>	<b>Level of priority need for camping type near your community*</b>
RV sites	3.0	2.8
Cabins or yurts w/ heat, lights	2.7	2.7
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.9	2.8
Drive-in tent sites	3.3	3.2
Hike-in tent sites	2.4	2.6
Hiker-biker sites	1.8	2.2
Other type	2.5	2.6

\* 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 Gilliam County results, with items listed in descending order by mean priority ratings. The top priority needs for Gilliam County residents are soft surface walking trails, access to waterways and picnic areas for small visitor groups. Playgrounds with natural materials (Natural Play Areas), nature and wildlife viewing areas and off-highway vehicle trails / areas rated high as well. 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, Gilliam County—Mean For 5-Point Likert (1 = “Lowest priority need” to 5 = “Highest priority need”)**

<b>Item</b>	<b>Mean</b>
Dirt / other soft surface walking trails and paths	3.7
Public access sites to waterways	3.6
Picnic areas and shelters for <u>small</u> visitor groups	3.5
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.3
Nature and wildlife viewing areas	3.2
Off-highway vehicle trails / areas	3.2
Picnic areas and shelters for <u>large</u> visitor groups	3.1
Paved / hard surface walking trails and paths	3.1
Off-street bicycle trails and pathways	3.1
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	3.0
Community gardens	2.7
Multi-use fields for soccer, football, lacrosse, etc.	2.7
Off-leash dog areas	2.7
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.7
Baseball / softball fields	2.5
Basketball courts	2.5
Outdoor tennis courts	2.2

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

Gilliam 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 4.2 on the 5-point scale, improving physical health, community desirability and help reduce crime rated the highest valued in Gilliam County. Lowest valued benefits in Gilliam County included promote tourism, provide opportunities for social interaction, help attract new residents / businesses and increase property values. Delivery of benefits ranged from a mean score of 2.6 to 3.3, with improve physical health, community desirability, preserve open space and preserve historical features rated the highest delivered in Gilliam County. Lowest delivered benefits in Gilliam County included help attract new residents / businesses, increase property values, improve mental health and help reduce crime.

**Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Gilliam 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	4.2	Improve physical health and fitness	3.3
Make your community a more desirable place to live	4.2	Make your community a more desirable place to live	3.1
Help reduce crime	4.0	Preserve open space and the environment	3.1
Preserve open space and the environment	3.9	Preserve historical features in your community	3.1
Improve mental health and reduce stress	3.9	Provide opportunities for social interaction	3.0
Enhance a sense of place and community	3.8	Enhance a sense of place and community	3.0
Preserve historical features in your community	3.7	Promote tourism	2.9
Increase property values in your community	3.5	Help reduce crime	2.8
Help attract new residents and businesses	3.5	Improve mental health and reduce stress	2.8
Provide opportunities for social interaction	3.4	Increase property values in your community	2.7
Promote tourism	3.4	Help attract new residents and businesses	2.6