

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

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking / day hiking on non-local trails / paths	1,111,258	Walking on local streets / sidewalks	76.1
Walking on local streets / sidewalks	743,322	Sightseeing / driving or motorcycling for pleasure	73.6
General play at a neighborhood park / playground	266,562	Picnicking	72.7
Relaxing, hanging out, escaping heat / noise, etc.	231,479	Walking on local trails / paths	63.7
Bird watching	226,489	Relaxing, hanging out, escaping heat / noise, etc.	61.2
Dog walking / going to dog parks / off-leash areas	222,110	General play at a neighborhood park / playground	53.9
Other nature / wildlife / forest / wildflower observation	199,198	Attending outdoor concerts, fairs, festivals	53.0
Sightseeing / driving or motorcycling for pleasure	192,696	Walking / day hiking on non-local trails / paths	49.4
RV / motorhome / trailer camping	163,083	Visiting historic sites / history-themed parks	48.9
Class I – All-terrain vehicle riding	138,093	Collecting (rocks, plants, mushrooms, berries)	47.1

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

Activity	User Occasions	% Population Participating
<b>Non-motorized Trail Activities</b>		
Walking on local streets / sidewalks	743,322	76.1
Walking on local trails / paths	203,210	63.7
Walking / day hiking on non-local trails / paths	1,111,258	49.4
Long-distance hiking (back packing)	21,843	26.3
Jogging / running on streets / sidewalks	116,045	20.2
Jogging / running on trails / paths	47,431	14.5
Horseback riding	28,979	18.9
Bicycling on unpaved trails	3,137	15.4
Bicycling on paved trails	14,449	18.4
Bicycling on roads, streets / sidewalks	79,167	37.0
Bicycle touring on paved roads / paths (long day / multi-day rides)*		8.5
<b>Motorized Activities</b>		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	138,093	40.1
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	106,154	35.1
Class III – Off-road motorcycling	21,143	10.1
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)	22,667	8.8
Snowmobiling	9,245	18.7
Personal water craft – jet ski	<1,000	5.4
Power boating (cruising / water skiing)	7,227	26.9
<b>Non-motorized Snow Activities</b>		
Downhill (alpine) skiing / snowboarding	<1,000	16.3
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	7.2
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	1,291	7.3
Snowshoeing	<1,000	16.4
Sledding, tubing, or general snow play	25,924	44.8
<b>Outdoor Leisure / Sporting Activities</b>		
Sightseeing / driving or motorcycling for pleasure	192,696	73.6
Picnicking	48,674	72.7
General play at a neighborhood park / playground	266,562	53.9
Dog walking / going to dog parks / off-leash areas	222,110	33.6
Relaxing, hanging out, escaping heat / noise, etc.	231,479	61.2
Attending outdoor concerts, fairs, festivals	9,033	53.0
Tennis (played outdoors)	<1,000	5.7
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	38,185	14.0
Baseball / softball	39,274	16.5
Football, soccer, lacrosse, rugby, ultimate frisbee	28,699	16.7

<b>Activity</b>	<b>User Occasions</b>	<b>% Population Participating</b>
Golf	16,311	10.1
Disc golf	<1,000	7.9
Skateboarding, inline skating, roller skating, roller skiing	4,532	4.4
Rock climbing, bouldering, mountaineering	1,591	10.0
Orienteering, geocaching	<1,000	4.4
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	98,419	48.9
<b>Nature Study Activities</b>		
Bird watching	226,489	23.5
Whale watching	-	7.8
Exploring tidepools	-	18.7
Other nature / wildlife / forest / wildflower observation	199,198	40.9
Visiting botanical gardens	<1,000	6.3
Visiting nature centers	60,356	8.6
Outdoor photography, painting, drawing	48,718	21.4
Collecting (rocks, plants, mushrooms, berries)	49,670	47.1
<b>Vehicle-based Camping Activities</b>		
RV / motorhome / trailer camping	163,083	41.9
Car camping with a tent	46,214	39.8
Motorcycle camping with a tent	3,620	1.2
Yurts / camper cabins	2,768	5.1
<b>Fishing, Hunting, Shooting Activities</b>		
Fly fishing	9,098	11.9
Fishing from a boat (other than fly fishing)	37,059	29.8
Fishing from a bank or shore (other than fly fishing)	88,273	46.2
Crabbing	-	9.3
Shellfishing / clamming	-	3.5
Big game hunting with a gun	88,009	36.9
Big game hunting with a bow	37,585	16.4
Waterfowl hunting	3,104	7.9
Upland bird or small game hunting	20,526	19.5
Target / skeet shooting / archery	37,689	29.1
<b>Non-motorized Water-based and Beach Activities</b>		
White-water canoeing, kayaking, rafting	8,627	12.4
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	2,848	11.6
Surfing / ocean stand-up paddling	-	<1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	1.3
Beach activities – ocean	-	34.3
Beach activities – lakes, reservoirs, rivers	21,158	33.6
Swimming / playing in outdoor pools / spray parks	23,579	19.7
Snorkeling / SCUBA diving	<1,000	1.5

\*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 Grant 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, Grant County**

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	2.6	2.4
Cabins or yurts w/ heat, lights	2.5	2.6
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.6	2.6
Drive-in tent sites	3.2	2.9
Hike-in tent sites	2.7	2.6
Hiker-biker sites	2.0	2.3
Other type	3.2	3.0

\* 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 Grant County results, with items listed in descending order by mean priority ratings. The top priority needs for Grant County residents are access to waterways, soft surface walking trails and off-highway vehicle trails / areas. Playgrounds with natural materials (Natural Play Areas) and picnic areas for small groups 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, Grant 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	3.5
Dirt / other soft surface walking trails and paths	3.4
Off-highway vehicle trails / areas	3.4
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.1
Picnic areas and shelters for <u>small</u> visitor groups	3.1
Off-street bicycle trails and pathways	3.0
Nature and wildlife viewing areas	3.0
Off-leash dog areas	2.8
Picnic areas and shelters for <u>large</u> visitor groups	2.7
Paved / hard surface walking trails and paths	2.7
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.6
Community gardens	2.6
Multi-use fields for soccer, football, lacrosse, etc.	2.5
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.4
Baseball / softball fields	2.3
Basketball courts	2.2
Outdoor tennis courts	2.0

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

Grant 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 3.3 to 4.2 on the 5-point scale, improve physical health, community desirability and preserve open space rated the highest valued in Grant County. Lowest valued benefits in Grant County included help attract new residents / businesses and provide opportunities for social interaction and increase property values. Delivery of benefits ranged from a mean score of 2.5 to 3.3, with preserve historical features, preserve open space and community desirability rated the highest delivered in Grant County. Lowest delivered benefits in Grant 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, Grant 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	Preserve historical features in your community	3.3
Make your community a more desirable place to live	4.1	Preserve open space and the environment	3.2
Preserve open space and the environment	4.0	Make your community a more desirable place to live	3.1
Improve mental health and reduce stress	3.9	Promote tourism	3.1
Preserve historical features in your community	3.9	Improve physical health and fitness	3.0
Enhance a sense of place and community	3.8	Provide opportunities for social interaction	3.0
Help reduce crime	3.7	Enhance a sense of place and community	3.0
Promote tourism	3.4	Improve mental health and reduce stress	2.9
Increase property values in your community	3.3	Help reduce crime	2.7
Provide opportunities for social interaction	3.3	Increase property values in your community	2.6
Help attract new residents and businesses	3.3	Help attract new residents and businesses	2.5