

# Oregon Resident Outdoor Recreation Demand Analysis – Jefferson County Summary

2013-2017 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting  
Documentation

Randall Rosenberger  
Kreg Lindberg

Oregon State University College of Forestry

12 November, 2012



## **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 Jefferson 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 Jefferson County in the following tables. The top activities for Jefferson County both user occasions (based on where the activity occurred) and proportion of Jefferson 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 Jefferson County, 2011**

| User Occasions Where Activity Occurred                    |                | % Population Participating                         |                            |
|---|----------------|--|----------------------------|
| Activity  | User Occasions | Activity   | % Population Participating |
| Walking on local streets / sidewalks                      | 966,676        | Walking on local streets / sidewalks               | 64.8                       |
| Relaxing, hanging out, escaping heat / noise, etc.        | 464,802        | Sightseeing / driving or motorcycling for pleasure | 64.2                       |
| Walking / day hiking on non-local trails / paths          | 384,255        | Picnicking   | 58.5                       |
| Walking on local trails / paths                           | 380,445        | Walking on local trails / paths                    | 57.0                       |
| Bird watching   | 343,565        | Visiting historic sites / history-themed parks     | 52.1                       |
| Other nature / wildlife / forest / wildflower observation | 301,972        | Walking / day hiking on non-local trails / paths   | 50.8                       |
| Sightseeing / driving or motorcycling for pleasure        | 252,557        | Attending outdoor concerts, fairs, festivals       | 47.5                       |
| Power boating (cruising / waterskiing)                    | 207,257        | RV / motorhome / trailer camping                   | 44.9                       |
| Bicycling on roads, streets /sidewalks                    | 197,044        | Relaxing, hanging out, escaping heat / noise, etc. | 44.7                       |
| Jogging / running on streets / sidewalks                  | 194,202        | General play at a neighborhood park / playground   | 43.5                       |

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

| Activity  | User Occasions | % Population Participating |
|---|----------------|----------------------------|
| <b>Non-motorized Trail Activities</b>   |                |                            |
| Walking on local streets / sidewalks  | 966,676        | 64.8                       |
| Walking on local trails / paths   | 380,445        | 57.0                       |
| Walking / day hiking on non-local trails / paths  | 384,255        | 50.8                       |
| Long-distance hiking (back packing)   | 77,321         | 10.2                       |
| Jogging / running on streets / sidewalks  | 194,202        | 14.5                       |
| Jogging / running on trails / paths   | 88,254         | 11.1                       |
| Horseback riding  | 54,995         | 10.2                       |
| Bicycling on unpaved trails   | 65,618         | 13.5                       |
| Bicycling on paved trails   | 102,909        | 18.5                       |
| Bicycling on roads, streets / sidewalks   | 197,044        | 21.0                       |
| Bicycle touring on paved roads / paths (long day / multi-day rides)*  |                | 6.5                        |
| <b>Motorized Activities</b>   |                |                            |
| Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)  | 114,451        | 19.3                       |
| Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)   | 52,834         | 14.5                       |
| Class III – Off-road motorcycling   | 14,757         | 3.3                        |
| 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         | 2.4                        |
| Snowmobiling  | 1,325          | 2.7                        |
| Personal water craft – jet ski  | 27,812         | 4.5                        |
| Power boating (cruising / water skiing)   | 207,257        | 18.7                       |
| <b>Non-motorized Snow Activities</b>  |                |                            |
| Downhill (alpine) skiing / snowboarding   | 37,831         | 10.6                       |
| Cross-country / Nordic skiing / skijoring on groomed trails   | <1,000         | 3.3                        |
| Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails   | 2,916          | 3.7                        |
| Snowshoeing   | 5,133          | 5.4                        |
| Sledding, tubing, or general snow play  | 59,561         | 26.8                       |
| <b>Outdoor Leisure / Sporting Activities</b>  |                |                            |
| Sightseeing / driving or motorcycling for pleasure  | 252,557        | 64.2                       |
| Picnicking  | 70,778         | 58.5                       |
| General play at a neighborhood park / playground  | 114,745        | 43.5                       |
| Dog walking / going to dog parks / off-leash areas  | 167,737        | 22.2                       |
| Relaxing, hanging out, escaping heat / noise, etc.  | 464,802        | 44.7                       |
| Attending outdoor concerts, fairs, festivals  | 22,579         | 47.5                       |
| Tennis (played outdoors)  | 22,945         | 4.0                        |
| Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)   | 20,873         | 6.1                        |
| Baseball / softball   | 22,239         | 13.4                       |

| <b>Activity</b>  | <b>User Occasions</b> | <b>% Population Participating</b> |
|--|-----------------------|-----------------------------------|
| Football, soccer, lacrosse, rugby, ultimate frisbee  | 63,088                | 5.7                               |
| Golf   | 56,567                | 16.5                              |
| Disc golf  | 21,527                | 6.4                               |
| Skateboarding, inline skating, roller skating, roller skiing   | 27,155                | 4.5                               |
| Rock climbing, bouldering, mountaineering  | 2,677                 | 3.1                               |
| Orienteering, geocaching   | 3,132                 | 5.3                               |
| Hang gliding, sky diving, paragliding  | <1,000                | <1.0                              |
| Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.) | 24,701                | 52.1                              |
| <b>Nature Study Activities</b>   |                       |                                   |
| Bird watching  | 343,565               | 16.4                              |
| Whale watching   | -                     | 8.3                               |
| Exploring tidepools  | -                     | 16.7                              |
| Other nature / wildlife / forest / wildflower observation  | 301,972               | 20.5                              |
| Visiting botanical gardens   | <1,000                | 8.9                               |
| Visiting nature centers  | 4,766                 | 12.8                              |
| Outdoor photography, painting, drawing   | 108,019               | 18.4                              |
| Collecting (rocks, plants, mushrooms, berries)   | 66,008                | 21.0                              |
| <b>Vehicle-based Camping Activities</b>  |                       |                                   |
| RV / motorhome / trailer camping   | 83,691                | 44.9                              |
| Car camping with a tent  | 164,193               | 24.8                              |
| Motorcycle camping with a tent   | <1,000                | 1.0                               |
| Yurts / camper cabins  | 8,875                 | 3.3                               |
| <b>Fishing, Hunting, Shooting Activities</b>   |                       |                                   |
| Fly fishing  | 60,300                | 9.5                               |
| Fishing from a boat (other than fly fishing)   | 26,272                | 25.3                              |
| Fishing from a bank or shore (other than fly fishing)  | 134,177               | 27.9                              |
| Crabbing   | -                     | 8.1                               |
| Shellfishing / clamming  | -                     | 2.4                               |
| Big game hunting with a gun  | 10,523                | 16.5                              |
| Big game hunting with a bow  | 3,035                 | 3.7                               |
| Waterfowl hunting  | 1,188                 | 1.2                               |
| Upland bird or small game hunting  | 2,791                 | 5.6                               |
| Target / skeet shooting / archery  | 30,666                | 13.1                              |
| <b>Non-motorized Water-based and Beach Activities</b>  |                       |                                   |
| White-water canoeing, kayaking, rafting  | 18,100                | 9.9                               |
| Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating                                    | 26,082                | 10.1                              |
| Surfing / ocean stand-up paddling  | -                     | <1.0                              |
| Windsurfing / kiteboarding   | <1,000                | <1.0                              |
| Sailing  | <1,000                | <1.0                              |
| Beach activities – ocean   | -                     | 36.2                              |
| Beach activities – lakes, reservoirs, rivers   | 139,704               | 33.3                              |
| Swimming / playing in outdoor pools / spray parks  | 103,024               | 15.8                              |
| Snorkeling / SCUBA diving  | 5,213                 | <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 Jefferson County residents, RV sites had the highest likelihood of use, while hiker-biker sites had the lowest likelihood of use (Table 3). Cabins or yurts with heat, lights, bathroom and kitchens had the highest priority need, while hiker-biker sites had the lowest priority need.

**Table 3. Likelihood and Priority Need for Camping Type, Jefferson 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   | 3.1  | 2.8   |
| Cabins or yurts w/ heat, lights                    | 2.9  | 2.9   |
| Cabins or yurts w/ heat, lights, bathroom, kitchen | 3.0  | 3.0   |
| Drive-in tent sites                                | 2.9  | 2.8   |
| Hike-in tent sites                                 | 2.3  | 2.4   |
| Hiker-biker sites                                  | 1.9  | 2.3   |
| Other type   | 2.6  | 2.4   |

\* 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 Jefferson County results, with items listed in descending order by mean priority ratings. The top priority needs for Jefferson County residents are soft surface walking trails, access to waterways and picnic areas for small visitor groups. Nature and wildlife viewing areas, off-street bicycle trails and playgrounds with natural materials (Natural Play Areas) rated high as well. Outdoor 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, Jefferson 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   | 3.5         |
| Public access sites to waterways   | 3.4         |
| Picnic areas and shelters for <u>small</u> visitor groups  | 3.3         |
| Nature and wildlife viewing areas  | 3.3         |
| Off-street bicycle trails and pathways   | 3.2         |
| Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)                | 3.1         |
| Picnic areas and shelters for <u>large</u> visitor groups  | 3.0         |
| Paved / hard surface walking trails and paths  | 2.9         |
| Community gardens  | 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         |
| Off-highway vehicle trails / areas   | 2.7         |
| Designated paddling routes for canoes, kayaks, rafts, driftboats   | 2.6         |
| Multi-use fields for soccer, football, lacrosse, etc.  | 2.5         |
| Baseball / softball fields   | 2.4         |
| Basketball courts  | 2.3         |
| Outdoor tennis courts  | 2.2         |

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

Jefferson 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 3.2 to 4.2 on the 5-point scale, improve physical health, community desirability, preserve open space and the environment and improve mental health rated the highest valued in Jefferson County. Lowest valued benefits in Jefferson County included help promote tourism and attract new residents / businesses. Delivery of benefits ranged from a mean score of 2.6 to 3.3, with improve physical health, community desirability and preserve open space and the environment rated the highest delivered in Jefferson County. Lowest delivered benefits in Jefferson County included attract new residents / businesses, increase property values and help reduce crime.

**Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Jefferson 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  | 3.3                  |
| Preserve open space and the environment  | 4.0               | Preserve open space and the environment   | 3.2                  |
| Improve mental health and reduce stress  | 4.0               | Provide opportunities for social interaction  | 3.1                  |
| Help reduce crime  | 3.9               | Improve mental health and reduce stress   | 3.0                  |
| Enhance a sense of place and community   | 3.8               | Promote tourism   | 3.0                  |
| Preserve historical features in your community   | 3.7               | Preserve historical features in your community  | 2.9                  |
| Increase property values in your community   | 3.5               | Enhance a sense of place and community  | 2.9                  |
| Provide opportunities for social interaction   | 3.5               | Help reduce crime   | 2.7                  |
| Help attract new residents and businesses  | 3.3               | Increase property values in your community  | 2.6                  |
| Promote tourism  | 3.2               | Help attract new residents and businesses   | 2.6                  |