

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

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	6,261,026	Walking on local streets / sidewalks	63.3
Relaxing, hanging out, escaping heat / noise, etc.	2,173,852	Walking on local trails / paths	63.0
Bird watching	1,549,690	Picnicking	62.5
General play at a neighborhood park / playground	1,441,448	Sightseeing / driving or motorcycling for pleasure	59.4
Walking on local trails / paths	1,418,540	Attending outdoor concerts, fairs, festivals	57.8
Bicycling on roads, streets / sidewalks	1,035,571	Relaxing, hanging out, escaping heat / noise, etc.	53.3
Sightseeing / driving or motorcycling for pleasure	1,017,169	Visiting historic sites / history-themed parks	49.3
Jogging / running on streets / sidewalks	882,373	Beach activities – ocean	47.4
Dog walking / going to dog parks / off-leash areas	788,959	Walking / day hiking on non-local trails / paths	45.9
Other nature / wildlife / forest / wildflower observation	684,264	Beach activities – lakes, reservoirs, rivers	43.2

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

Activity	User Occasions	% Population Participating
<b>Non-motorized Trail Activities</b>		
Walking on local streets / sidewalks	6,261,026	63.3
Walking on local trails / paths	1,418,540	63.0
Walking / day hiking on non-local trails / paths	447,961	45.9
Long-distance hiking (back packing)	64,615	9.5
Jogging / running on streets / sidewalks	882,373	15.3
Jogging / running on trails / paths	445,858	12.0
Horseback riding	11,877	6.7
Bicycling on unpaved trails	203,397	9.9
Bicycling on paved trails	407,103	14.0
Bicycling on roads, streets / sidewalks	1,035,571	21.3
Bicycle touring on paved roads / paths (long day / multi-day rides)*		8.7
<b>Motorized Activities</b>		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	86,475	10.2
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	194,988	16.3
Class III – Off-road motorcycling	153,927	5.6
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	1.2
Snowmobiling	18,167	3.2
Personal water craft – jet ski	303,854	9.0
Power boating (cruising / water skiing)	138,772	16.5
<b>Non-motorized Snow Activities</b>		
Downhill (alpine) skiing / snowboarding	15,996	7.7
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	1.0
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	1,887	1.7
Snowshoeing	7,204	1.6
Sledding, tubing, or general snow play	63,450	25.2
<b>Outdoor Leisure / Sporting Activities</b>		
Sightseeing / driving or motorcycling for pleasure	1,017,169	59.4
Picnicking	466,116	62.5
General play at a neighborhood park / playground	1,441,448	37.2
Dog walking / going to dog parks / off-leash areas	788,959	28.6
Relaxing, hanging out, escaping heat / noise, etc.	2,173,852	53.3
Attending outdoor concerts, fairs, festivals	269,806	57.8
Tennis (played outdoors)	172,846	9.2
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	314,128	16.7
Baseball / softball	158,597	18.2
Football, soccer, lacrosse, rugby, ultimate frisbee	305,595	7.2

<b>Activity</b>	<b>User Occasions</b>	<b>% Population Participating</b>
Golf	212,476	14.7
Disc golf	150,475	15.0
Skateboarding, inline skating, roller skating, roller skiing	67,988	4.7
Rock climbing, bouldering, mountaineering	109,957	3.5
Orienteering, geocaching	147,866	13.0
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	184,884	49.3
<b>Nature Study Activities</b>		
Bird watching	1,549,690	19.0
Whale watching	-	20.1
Exploring tidepools	-	28.3
Other nature / wildlife / forest / wildflower observation	684,264	35.9
Visiting botanical gardens	18,936	19.0
Visiting nature centers	51,705	21.4
Outdoor photography, painting, drawing	317,439	24.2
Collecting (rocks, plants, mushrooms, berries)	246,168	30.1
<b>Vehicle-based Camping Activities</b>		
RV / motorhome / trailer camping	212,423	24.2
Car camping with a tent	209,509	39.2
Motorcycle camping with a tent	3,484	1.1
Yurts / camper cabins	22,937	10.4
<b>Fishing, Hunting, Shooting Activities</b>		
Fly fishing	149,329	5.4
Fishing from a boat (other than fly fishing)	185,654	21.3
Fishing from a bank or shore (other than fly fishing)	167,100	25.6
Crabbing	-	16.0
Shellfishing / clamming	-	2.2
Big game hunting with a gun	71,666	12.5
Big game hunting with a bow	15,223	3.1
Waterfowl hunting	3,246	1.6
Upland bird or small game hunting	21,848	5.3
Target / skeet shooting / archery	330,419	13.4
<b>Non-motorized Water-based and Beach Activities</b>		
White-water canoeing, kayaking, rafting	152,507	29.4
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	14,222	10.7
Surfing / ocean stand-up paddling	-	1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	4.1
Beach activities – ocean	-	47.4
Beach activities – lakes, reservoirs, rivers	394,982	43.2
Swimming / playing in outdoor pools / spray parks	551,191	13.5
Snorkeling / SCUBA diving	22,829	1.6

\*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 Josephine 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, Josephine County**

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	2.5	2.4
Cabins or yurts w/ heat, lights	3.0	2.8
Cabins or yurts w/ heat, lights, bathroom, kitchen	3.0	2.8
Drive-in tent sites	3.5	3.3
Hike-in tent sites	2.3	2.5
Hiker-biker sites	1.9	2.2
Other type	1.8	2.1

\* 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 Josephine County results, with items listed in descending order by mean priority ratings. The top priority needs for Josephine County residents are soft surface walking trails, nature and wildlife viewing areas and access to waterways. Picnic areas for small visitor groups, playgrounds with natural materials (Natural Play Areas) and off-street bicycling trails rated high as well. Outdoor 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, Josephine 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	3.8
Nature and wildlife viewing areas	3.6
Public access sites to waterways	
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
Community gardens	3.2
Picnic areas and shelters for <u>large</u> visitor groups	3.1
Paved / hard surface walking trails and paths	3.0
Off-leash dog areas	3.0
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.8
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.7
Multi-use fields for soccer, football, lacrosse, etc.	2.7
Off-highway vehicle trails / areas	2.7
Baseball / softball fields	2.4
Basketball courts	2.4
Outdoor tennis courts	2.3

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

Josephine 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 3.1 to 4.3 on the 5-point scale, improve physical health, preserve open space and the environment and community desirability rated the highest valued in Josephine County. Lowest valued benefits in Josephine County included attract new residents / businesses, help promote tourism and increase property values. Delivery of benefits ranged from a mean score of 2.7 to 3.5, with preserve open space and the environment, improve physical health and community desirability rated the highest delivered in Josephine County. Lowest delivered benefits in Josephine County included help reduce crime, attract new residents / businesses and increase property values.

**Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Josephine 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	3.5
Preserve open space and the environment	4.3	Improve physical health and fitness	3.4
Make your community a more desirable place to live	4.2	Make your community a more desirable place to live	3.4
Improve mental health and reduce stress	4.1	Promote tourism	3.4
Help reduce crime	4.0	Enhance a sense of place and community	3.4
Preserve historical features in your community	3.9	Provide opportunities for social interaction	3.3
Enhance a sense of place and community	3.8	Preserve historical features in your community	3.3
Provide opportunities for social interaction	3.6	Improve mental health and reduce stress	3.2
Increase property values in your community	3.4	Increase property values in your community	2.9
Promote tourism	3.3	Help attract new residents and businesses	2.9
Help attract new residents and businesses	3.1	Help reduce crime	2.7