

Oregon Resident Outdoor Recreation Demand Analysis – Malheur 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 Malheur 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

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

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	1,986,914	Walking on local streets / sidewalks	54.1
Horseback riding	703,709	Sightseeing / driving or motorcycling for pleasure	53.7
Bicycling on roads, streets /sidewalks	587,652	Picnicking	47.0
Relaxing, hanging out, escaping heat / noise, etc.	534,152	Visiting historic sites / history-themed parks	40.8
Class I – All-terrain vehicle riding	446,570	Relaxing, hanging out, escaping heat / noise, etc.	39.2
Jogging / running on streets / sidewalks	431,959	Fishing from a bank or shore	38.2
General play at a neighborhood park / playground	408,497	Class I – All-terrain vehicle riding	35.7
Dog walking / going to dog parks / off-leash areas	389,405	General play at a neighborhood park / playground	35.1
Walking on local trails / paths	372,194	RV / motorhome / trailer camping	31.7
Sightseeing / driving or motorcycling for pleasure	254,665	Walking on local trails / paths	31.1

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

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	1,986,914	54.1
Walking on local trails / paths	372,194	31.1
Walking / day hiking on non-local trails / paths	119,612	23.4
Long-distance hiking (back packing)	17,286	5.4
Jogging / running on streets / sidewalks	431,959	15.3
Jogging / running on trails / paths	154,937	7.3
Horseback riding	703,709	14.6
Bicycling on unpaved trails	45,788	6.9
Bicycling on paved trails	28,570	4.7
Bicycling on roads, streets / sidewalks	587,652	20.2
Bicycle touring on paved roads / paths (long day / multi-day rides)*		10.0
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	446,570	35.7
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	236,264	19.4
Class III – Off-road motorcycling	150,071	7.2
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)	99,801	9.4
Snowmobiling	7,326	6.6
Personal water craft – jet ski	10,145	3.6
Power boating (cruising / water skiing)	78,621	25.6
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	8,398	8.5
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	1.3
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	<1,000	<1.0
Snowshoeing	<1,000	1.9
Sledding, tubing, or general snow play	93,358	30.8
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	254,665	53.7
Picnicking	97,644	47.0
General play at a neighborhood park / playground	408,497	35.1
Dog walking / going to dog parks / off-leash areas	389,405	16.5
Relaxing, hanging out, escaping heat / noise, etc.	534,152	39.2
Attending outdoor concerts, fairs, festivals	50,516	29.0
Tennis (played outdoors)	19,812	4.6
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	93,021	10.3
Baseball / softball	108,144	9.0
Football, soccer, lacrosse, rugby, ultimate frisbee	82,239	12.3

Activity	User Occasions	% Population Participating
Golf	64,316	12.3
Disc golf	8,789	<1.0
Skateboarding, inline skating, roller skating, roller skiing	220,002	5.8
Rock climbing, bouldering, mountaineering	8,072	2.4
Orienteering, geocaching	4,742	3.0
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	70,866	40.8
Nature Study Activities		
Bird watching	183,382	14.4
Whale watching	-	10.9
Exploring tidepools	-	15.8
Other nature / wildlife / forest / wildflower observation	161,020	16.2
Visiting botanical gardens	3,691	3.9
Visiting nature centers	4,369	6.4
Outdoor photography, painting, drawing	184,869	13.4
Collecting (rocks, plants, mushrooms, berries)	88,407	18.6
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	50,588	31.7
Car camping with a tent	33,410	25.4
Motorcycle camping with a tent	<1,000	1.8
Yurts / camper cabins	3,382	7.4
Fishing, Hunting, Shooting Activities		
Fly fishing	15,978	3.5
Fishing from a boat (other than fly fishing)	113,994	21.5
Fishing from a bank or shore (other than fly fishing)	235,224	38.2
Crabbing	-	4.8
Shellfishing / clamming	-	1.5
Big game hunting with a gun	93,465	19.2
Big game hunting with a bow	7,152	7.5
Waterfowl hunting	24,443	5.2
Upland bird or small game hunting	160,594	16.4
Target / skeet shooting / archery	136,534	24.7
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	2,577	5.3
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	1,709	2.6
Surfing / ocean stand-up paddling	-	<1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	1.1
Beach activities – ocean	-	24.6
Beach activities – lakes, reservoirs, rivers	61,973	18.1
Swimming / playing in outdoor pools / spray parks	126,942	18.3
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 Malheur 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, Malheur County

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	2.9	2.8
Cabins or yurts w/ heat, lights	2.6	2.6
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.7	2.7
Drive-in tent sites	3.1	3.3
Hike-in tent sites	2.2	2.6
Hiker-biker sites	2.0	2.4
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 Malheur County results, with items listed in descending order by mean priority ratings. The top priority needs for Malheur County residents are soft surface walking trails, access to waterways, nature and wildlife viewing areas, playgrounds with natural materials (Natural Play Areas) and picnic areas for small visitor groups. Off-highway vehicle trails / areas rated high as well. Tennis and basketball courts and designated paddling routes rated the lowest on priority investments.

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

Item	Mean
Dirt / other soft surface walking trails and paths	3.6
Public access sites to waterways	3.6
Nature and wildlife viewing areas	3.4
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.3
Picnic areas and shelters for <u>small</u> visitor groups	3.3
Off-highway vehicle trails / areas	3.2
Picnic areas and shelters for <u>large</u> visitor groups	3.0
Off-street bicycle trails and pathways	3.0
Paved / hard surface walking trails and paths	2.9
Multi-use fields for soccer, football, lacrosse, etc.	2.9
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.8
Community gardens	2.8
Off-leash dog areas	2.8
Baseball / softball fields	2.7
Basketball courts	2.6
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.5
Outdoor tennis courts	2.4

Value and Delivery for Benefits of Parks and Recreation Services

Malheur 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 3.5 to 4.2 on the 5-point scale, improving physical health, community desirability, help reduce crime and preserve open space rated the highest valued in Malheur County. Lowest valued benefits in Malheur County included promote tourism, provide opportunities for social interaction and help attract new residents / businesses. Delivery of benefits ranged from a mean score of 2.2 to 2.8, with community desirability and preserve open space rated the highest delivered in Malheur County. Lowest delivered benefits in Malheur County included help attract new residents / businesses and increase property values.

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

Value For Benefits of Parks and Recreation Services—Mean for 5-point Likert (1 = "Least valued" to 5 = "Most valued")		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")	
Benefit	Value Mean	Benefit	Delivery Mean
Improve physical health and fitness	4.2	Make your community a more desirable place to live	2.8
Make your community a more desirable place to live	4.2	Preserve open space and the environment	2.8
Help reduce crime	4.1	Help reduce crime	2.7
Preserve open space and the environment	4.0	Preserve historical features in your community	2.7
Improve mental health and reduce stress	3.9	Improve physical health and fitness	2.6
Preserve historical features in your community	3.9	Provide opportunities for social interaction	2.6
Enhance a sense of place and community	3.9	Improve mental health and reduce stress	2.5
Increase property values in your community	3.7	Enhance a sense of place and community	2.5
Help attract new residents and businesses	3.7	Promote tourism	2.4
Provide opportunities for social interaction	3.5	Increase property values in your community	2.3
Promote tourism	3.5	Help attract new residents and businesses	2.2