

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

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	23,614,016	Walking on local streets / sidewalks	72.7
Dog walking / going to dog parks / off-leash areas	7,397,653	Walking on local trails / paths	70.3
Walking on local trails / paths	7,136,002	Beach activities – ocean	64.6
General play at a neighborhood park / playground	4,625,631	Sightseeing / driving or motorcycling for pleasure	63.4
Relaxing, hanging out, escaping heat / noise, etc.	4,537,367	General play at a neighborhood park / playground	54.3
Bicycling on roads, streets /sidewalks	4,157,994	Attending outdoor concerts, fairs, festivals	54.0
Sightseeing / driving or motorcycling for pleasure	3,136,912	Relaxing, hanging out, escaping heat / noise, etc	50.6
Jogging / running on streets / sidewalks	2,324,921	Walking / day hiking on non-local trails / paths	50.4
Walking / day hiking on non-local trails / paths	2,152,780	Visiting historic sites / history-themed parks	49.0
Other nature / wildlife / forest / wildflower observation	1,760,986	Picnicking	47.5

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

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	23,614,016	72.7
Walking on local trails / paths	7,136,002	70.3
Walking / day hiking on non-local trails / paths	2,152,780	50.4
Long-distance hiking (back packing)	173,235	11.8
Jogging / running on streets / sidewalks	2,324,921	18.9
Jogging / running on trails / paths	502,700	13.9
Horseback riding	410,726	3.7
Bicycling on unpaved trails	289,893	11.9
Bicycling on paved trails	1,171,126	25.3
Bicycling on roads, streets / sidewalks	4,157,994	29.8
Bicycle touring on paved roads / paths (long day / multi-day rides)*		15.6
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	687,559	10.6
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	82,816	6.1
Class III – Off-road motorcycling	4,904	1.2
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)	36,770	<1.0
Snowmobiling	<1,000	1.6
Personal water craft – jet ski	112,016	6.7
Power boating (cruising / water skiing)	476,198	16.9
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	10,951	13.9
Cross-country / Nordic skiing / skijoring on groomed trails	9,885	1.0
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	3,772	1.4
Snowshoeing	15,268	9.5
Sledding, tubing, or general snow play	206,243	35.8
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	3,136,912	63.4
Picnicking	1,296,761	47.5
General play at a neighborhood park / playground	4,625,631	54.3
Dog walking / going to dog parks / off-leash areas	7,397,653	34.3
Relaxing, hanging out, escaping heat / noise, etc.	4,537,367	50.6
Attending outdoor concerts, fairs, festivals	502,093	54.0
Tennis (played outdoors)	286,140	9.0
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	1,670,705	12.7
Baseball / softball	903,922	10.4
Football, soccer, lacrosse, rugby, ultimate frisbee	1,601,232	13.5

Activity	User Occasions	% Population Participating
Golf	268,081	6.6
Disc golf	184,337	13.4
Skateboarding, inline skating, roller skating, roller skiing	840,070	3.8
Rock climbing, bouldering, mountaineering	28,437	4.4
Orienteering, geocaching	133,056	3.8
Hang gliding, sky diving, paragliding	6,788	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	611,186	49.0
Nature Study Activities		
Bird watching	1,634,962	11.3
Whale watching	-	17.6
Exploring tidepools	-	27.0
Other nature / wildlife / forest / wildflower observation	1,760,986	27.1
Visiting botanical gardens	156,432	15.9
Visiting nature centers	185,089	11.9
Outdoor photography, painting, drawing	1,202,225	14.9
Collecting (rocks, plants, mushrooms, berries)	523,555	14.0
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	222,508	21.8
Car camping with a tent	350,893	32.4
Motorcycle camping with a tent	2,772	<1.0
Yurts / camper cabins	80,800	11.5
Fishing, Hunting, Shooting Activities		
Fly fishing	23,175	4.7
Fishing from a boat (other than fly fishing)	157,595	16.7
Fishing from a bank or shore (other than fly fishing)	458,273	13.0
Crabbing	-	14.0
Shellfishing / clamming	-	1.3
Big game hunting with a gun	60,029	6.4
Big game hunting with a bow	2,883	1.2
Waterfowl hunting	24,473	1.0
Upland bird or small game hunting	8,655	1.0
Target / skeet shooting / archery	141,292	7.6
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	30,947	10.6
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	67,937	7.2
Surfing / ocean stand-up paddling	-	1.9
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	<1.0
Beach activities – ocean	-	64.6
Beach activities – lakes, reservoirs, rivers	425,451	30.2
Swimming / playing in outdoor pools / spray parks	922,822	22.7
Snorkeling / SCUBA diving	132,822	1.7

*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 Marion County residents, drive-in tent sites had the highest likelihood of use, while hiker-biker sites had the lowest likelihood of use (Table 3). Drive-in tent sites had the highest priority need, while RV sites had the lowest priority need.

Table 3. Likelihood and Priority Need for Camping Type, Marion County

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	2.3	2.1
Cabins or yurts w/ heat, lights	3.1	3.0
Cabins or yurts w/ heat, lights, bathroom, kitchen	3.0	2.8
Drive-in tent sites	3.6	3.2
Hike-in tent sites	2.6	2.5
Hiker-biker sites	1.8	2.2
Other type	3.1	2.8

* 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 Marion County results, with items listed in descending order by mean priority ratings. The top priority needs for Marion County residents are soft surface walking trails, access to waterways and playgrounds with natural materials (Natural Play Areas). Picnic areas for small groups, paved walking trails, off-street bicycle trails and nature and wildlife viewing areas 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, Marion 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	3.7
Public access sites to waterways	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	3.2
Paved / hard surface walking trails and paths	3.2
Off-street bicycle trails and pathways	3.2
Nature and wildlife viewing areas	3.2
Off-leash dog areas	3.1
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.8
Picnic areas and shelters for <u>large</u> visitor groups	2.8
Community gardens	2.8
Multi-use fields for soccer, football, lacrosse, etc.	2.6
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.6
Off-highway vehicle trails / areas	2.5
Baseball / softball fields	2.4
Basketball courts	2.3
Outdoor tennis courts	2.1

Value and Delivery for Benefits of Parks and Recreation Services

Marion 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 3.0 to 4.3 on the 5-point scale, improving physical health, community desirability and preserve open space rated the highest valued in Marion County. Lowest valued benefits in Marion County included help attract new residents / businesses and promote tourism. Delivery of benefits ranged from a mean score of 2.7 to 3.4, with preserve open space, improve physical health and preserve historical features rated the highest delivered in Marion County. Lowest delivered benefits in Marion County included help attract new residents / businesses, help reduce crime and increase property values.

Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Marion 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	4.3	Preserve open space and the environment	3.4
Make your community a more desirable place to live	4.3	Improve physical health and fitness	3.3
Preserve open space and the environment	4.2	Preserve historical features in your community	3.3
Improve mental health and reduce stress	4.1	Make your community a more desirable place to live	3.2
Help reduce crime	3.9	Improve mental health and reduce stress	3.2
Preserve historical features in your community	3.7	Promote tourism	3.1
Enhance a sense of place and community	3.7	Enhance a sense of place and community	3.1
Increase property values in your community	3.4	Provide opportunities for social interaction	3.0
Provide opportunities for social interaction	3.3	Increase property values in your community	2.8
Promote tourism	3.1	Help reduce crime	2.7
Help attract new residents and businesses	3.0	Help attract new residents and businesses	2.7