

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

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	581,868	Walking on local streets / sidewalks	61.8
Relaxing, hanging out, escaping heat / noise, etc.	163,180	Sightseeing / driving or motorcycling for pleasure	58.6
Dog walking / going to dog parks / off-leash areas	142,158	Walking on local trails / paths	52.2
Bicycling on roads, streets /sidewalks	129,334	Picnicking	50.8
Sightseeing / driving or motorcycling for pleasure	111,764	Relaxing, hanging out, escaping heat / noise, etc.	46.4
General play at a neighborhood park / playground	108,800	General play at a neighborhood park / playground	46.3
Walking on local trails / paths	105,460	Visiting historic sites / history-themed parks	40.8
Jogging / running on streets / sidewalks	93,099	Attending outdoor concerts, fairs, festivals.	40.8
Fishing from a bank or shore	81,375	Walking / day hiking on non-local trails / paths	36.4
Skateboarding, inline skating	81,316	RV / motorhome / trailer camping	35.8

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

Activity	User Occasions	% Population Participating
<b>Non-motorized Trail Activities</b>		
Walking on local streets / sidewalks	581,868	61.8
Walking on local trails / paths	105,460	52.2
Walking / day hiking on non-local trails / paths	50,417	36.4
Long-distance hiking (back packing)	1,940	7.1
Jogging / running on streets / sidewalks	93,099	10.0
Jogging / running on trails / paths	32,105	7.2
Horseback riding	21,626	10.8
Bicycling on unpaved trails	11,810	11.2
Bicycling on paved trails	26,012	16.6
Bicycling on roads, streets / sidewalks	129,334	25.6
Bicycle touring on paved roads / paths (long day / multi-day rides)*		8.3
<b>Motorized Activities</b>		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	63,205	25.2
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	32,099	17.0
Class III – Off-road motorcycling	10,731	4.4
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)	49,636	4.7
Snowmobiling	8,261	9.3
Personal water craft – jet ski	<1,000	4.9
Power boating (cruising / water skiing)	38,236	16.6
<b>Non-motorized Snow Activities</b>		
Downhill (alpine) skiing / snowboarding	<1,000	9.0
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	1.9
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	<1,000	1.1
Snowshoeing	<1,000	5.8
Sledding, tubing, or general snow play	18,397	35.4
<b>Outdoor Leisure / Sporting Activities</b>		
Sightseeing / driving or motorcycling for pleasure	111,764	58.6
Picnicking	35,487	50.8
General play at a neighborhood park / playground	108,800	46.3
Dog walking / going to dog parks / off-leash areas	142,158	29.1
Relaxing, hanging out, escaping heat / noise, etc.	163,180	46.4
Attending outdoor concerts, fairs, festivals	10,248	40.8
Tennis (played outdoors)	3,590	11.7
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	37,627	13.3
Baseball / softball	59,255	10.4
Football, soccer, lacrosse, rugby, ultimate frisbee	52,550	9.3

<b>Activity</b>	<b>User Occasions</b>	<b>% Population Participating</b>
Golf	40,563	12.6
Disc golf	<1,000	6.5
Skateboarding, inline skating, roller skating, roller skiing	81,316	5.9
Rock climbing, bouldering, mountaineering	<1,000	2.0
Orienteering, geocaching	<1,000	4.6
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	13,937	45.9
<b>Nature Study Activities</b>		
Bird watching	68,299	12.6
Whale watching	-	8.7
Exploring tidepools	-	18.5
Other nature / wildlife / forest / wildflower observation	75,757	23.0
Visiting botanical gardens	<1,000	5.0
Visiting nature centers	<1,000	7.3
Outdoor photography, painting, drawing	42,777	12.5
Collecting (rocks, plants, mushrooms, berries)	18,929	27.6
<b>Vehicle-based Camping Activities</b>		
RV / motorhome / trailer camping	74,572	35.8
Car camping with a tent	45,700	28.8
Motorcycle camping with a tent	<1,000	2.6
Yurts / camper cabins	7,226	8.5
<b>Fishing, Hunting, Shooting Activities</b>		
Fly fishing	20,733	5.7
Fishing from a boat (other than fly fishing)	60,063	18.7
Fishing from a bank or shore (other than fly fishing)	81,375	30.3
Crabbing	-	9.3
Shellfishing / clamming	-	5.1
Big game hunting with a gun	36,356	15.6
Big game hunting with a bow	6,563	3.6
Waterfowl hunting	9,661	2.8
Upland bird or small game hunting	16,795	6.7
Target / skeet shooting / archery	33,546	14.4
<b>Non-motorized Water-based and Beach Activities</b>		
White-water canoeing, kayaking, rafting	<1,000	8.9
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	21,485	10.1
Surfing / ocean stand-up paddling	-	<1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	<1.0
Beach activities – ocean	-	31.1
Beach activities – lakes, reservoirs, rivers	53,498	26.8
Swimming / playing in outdoor pools / spray parks	31,506	28.8
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 Morrow 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, Morrow County**

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	3.0	2.8
Cabins or yurts w/ heat, lights	2.7	2.7
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.9	2.8
Drive-in tent sites	3.3	3.2
Hike-in tent sites	2.4	2.6
Hiker-biker sites	1.8	2.2
Other type	2.5	2.6

\* 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 Morrow County results, with items listed in descending order by mean priority ratings. The top priority needs for Morrow County residents are soft surface walking trails, access to waterways and picnic areas for small visitor groups. Playgrounds with natural materials (Natural Play Areas), nature and wildlife viewing areas and off-highway vehicle trails / 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, Morrow 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	3.7
Public access sites to waterways	3.6
Picnic areas and shelters for <u>small</u> visitor groups	3.5
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.3
Nature and wildlife viewing areas	3.2
Off-highway vehicle trails / areas	3.2
Picnic areas and shelters for <u>large</u> visitor groups	3.1
Paved / hard surface walking trails and paths	3.1
Off-street bicycle trails and pathways	3.1
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	3.0
Community gardens	2.7
Multi-use fields for soccer, football, lacrosse, etc.	2.7
Off-leash dog areas	2.7
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.7
Baseball / softball fields	2.5
Basketball courts	2.5
Outdoor tennis courts	2.2

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

Morrow 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 3.4 to 4.2 on the 5-point scale, improving physical health, community desirability and help reduce crime rated the highest valued in Morrow County. Lowest valued benefits in Morrow County included promote tourism, provide opportunities for social interaction, help attract new residents / businesses and increase property values. Delivery of benefits ranged from a mean score of 2.6 to 3.3, with improving physical health, community desirability, preserve open space and preserve historical features rated the highest delivered in Morrow County. Lowest delivered benefits in Morrow County included help attract new residents / businesses and increase property values.

**Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Morrow 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	3.1
Help reduce crime	4.0	Preserve open space and the environment	3.1
Preserve open space and the environment	3.9	Preserve historical features in your community	3.1
Improve mental health and reduce stress	3.9	Provide opportunities for social interaction	3.0
Enhance a sense of place and community	3.8	Enhance a sense of place and community	3.0
Preserve historical features in your community	3.7	Promote tourism	2.9
Increase property values in your community	3.5	Help reduce crime	2.8
Help attract new residents and businesses	3.5	Improve mental health and reduce stress	2.8
Provide opportunities for social interaction	3.4	Increase property values in your community	2.7
Promote tourism	3.4	Help attract new residents and businesses	2.6