

# Oregon Resident Outdoor Recreation Demand Analysis – SCORP Planning Region 1 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 SCORP Planning Region 1<sup>1</sup>. 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.

<sup>1</sup> SCORP Planning Region 1 includes Clatsop, Tillamook, Lincoln and Coastal-Lane Counties

## 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 SCORP Planning Region 1 in the following tables. The top activities for Region 1 both user occasions (based on where the activity occurred) and proportion of Region 1 residents are included in Table 1. Region totals for all seventy recreation activities are included in Table 2.

**Table 1. Top Ten Activities in Oregon SCORP Region 1, 2011**

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Beach activities – ocean	13,600,912	Walking on local streets / sidewalks	61.6
Walking on local streets / sidewalks	9,800,298	Walking on local trails / paths	59.9
Sightseeing / driving or motorcycling for pleasure	5,967,424	Sightseeing / driving or motorcycling for pleasure	59.6
Relaxing, hanging out, escaping heat / noise, etc.	5,049,282	Beach activities – ocean	57.7
Exploring tidepools	4,712,823	Visiting historic sites / history-themed parks	50.9
Beach activities – lakes, reservoirs, rivers	4,127,041	Relaxing, hanging out, escaping heat / noise, etc.	50.6
Walking on local trails / paths	3,911,783	Picnicking	47.6
Walking / day hiking on non-local trails / paths	3,418,109	Attending outdoor concerts, fairs, festivals	40.7
Dog walking / going to dog parks / off-leash areas	3,020,009	Walking / day hiking on non-local trails / paths	40.1
Other nature / wildlife / forest / wildflower observation	2,456,910	Exploring tidepools	40.1

**Table 2. User Occasions and Participation in Outdoor Recreation Activities, Region 1 Residents, 2011**

Activity	User Occasions	% Population Participating
<b>Non-motorized Trail Activities</b>		
Walking on local streets / sidewalks	9,800,298	61.6
Walking on local trails / paths	3,911,783	59.9
Walking / day hiking on non-local trails / paths	3,418,109	40.1
Long-distance hiking (back packing)	259,827	7.7
Jogging / running on streets / sidewalks	848,994	9.9
Jogging / running on trails / paths	564,639	9.7
Horseback riding	184,550	5.4
Bicycling on unpaved trails	257,011	9.0
Bicycling on paved trails	544,244	16.2
Bicycling on roads, streets / sidewalks	1,212,323	22.7
Bicycle touring on paved roads / paths (long day / multi-day rides)*		5.6
<b>Motorized Activities</b>		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	630,164	11.3
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	547,573	
Class III – Off-road motorcycling	319,128	2.9
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)	56,983	1.8
Snowmobiling	<1,000	1.3
Personal water craft – jet ski	64,771	2.4
Power boating (cruising / water skiing)	330,322	15.1
<b>Non-motorized Snow Activities</b>		
Downhill (alpine) skiing / snowboarding	<1,000	7.8
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	2.7
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	<1,000	2.3
Snowshoeing	<1,000	2.8
Sledding, tubing, or general snow play	62,147	16.4
<b>Outdoor Leisure / Sporting Activities</b>		
Sightseeing / driving or motorcycling for pleasure	5,967,424	59.6
Picnicking	1,519,300	47.6
General play at a neighborhood park / playground	1,443,710	35.8
Dog walking / going to dog parks / off-leash areas	3,020,009	30.3
Relaxing, hanging out, escaping heat / noise, etc.	5,049,282	50.6
Attending outdoor concerts, fairs, festivals	241,205	40.7
Tennis (played outdoors)	36,539	4.1
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	134,531	7.4
Baseball / softball	204,226	7.5
Football, soccer, lacrosse, rugby, ultimate frisbee	173,700	5.5
Golf	155,661	10.9

Activity	User Occasions	% Population Participating
Disc golf	15,775	4.0
Skateboarding, inline skating, roller skating, roller skiing	133,483	5.4
Rock climbing, bouldering, mountaineering	17,857	1.7
Orienteering, geocaching	57,583	4.6
Hang gliding, sky diving, paragliding	83,357	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	1,295,871	50.9
<b>Nature Study Activities</b>		
Bird watching	2,111,440	23.2
Whale watching	1,465,195	26.7
Exploring tidepools	4,712,823	40.1
Other nature / wildlife / forest / wildflower observation	2,456,910	33.9
Visiting botanical gardens	69,379	10.2
Visiting nature centers	367,566	15.1
Outdoor photography, painting, drawing	1,302,799	21.0
Collecting (rocks, plants, mushrooms, berries)	1,774,496	33.9
<b>Vehicle-based Camping Activities</b>		
RV / motorhome / trailer camping	1,264,146	21.2
Car camping with a tent	1,224,886	25.1
Motorcycle camping with a tent	114,863	1.0
Yurts / camper cabins	256,130	4.5
<b>Fishing, Hunting, Shooting Activities</b>		
Fly fishing	157,139	4.5
Fishing from a boat (other than fly fishing)	897,306	22.0
Fishing from a bank or shore (other than fly fishing)	560,381	23.1
Crabbing	1,330,594	25.3
Shellfishing / clamming	1,101,175	20.5
Big game hunting with a gun	214,074	12.0
Big game hunting with a bow	38,265	2.5
Waterfowl hunting	41,659	2.3
Upland bird or small game hunting	46,249	3.0
Target / skeet shooting / archery	212,552	11.7
<b>Non-motorized Water-based and Beach Activities</b>		
White-water canoeing, kayaking, rafting	56,317	7.4
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	567,643	11.3
Surfing / ocean stand-up paddling	696,451	3.4
Windsurfing / kiteboarding	510,720	<1.0
Sailing	62,729	2.6
Beach activities – ocean	13,600,912	57.7
Beach activities – lakes, reservoirs, rivers	4,127,041	33.9
Swimming / playing in outdoor pools / spray parks	324,704	9.2
Snorkeling / SCUBA diving	44,062	<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 Region 1 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, Region 1**

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	2.6	2.4
Cabins or yurts w/ heat, lights	3.0	3.0
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.9	3.0
Drive-in tent sites	3.5	3.2
Hike-in tent sites	2.6	2.7
Hiker-biker sites	2.0	2.5
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 Region 1 results, with items listed in descending order by mean priority ratings. The top priority needs for Region 1 residents are soft surface walking trails, access to waterways and nature and wildlife viewing areas. Picnic areas for small groups, playgrounds with natural materials (Natural Play Areas) and off-street bicycle trails rated high as well. Tennis and basketball courts, off-highway vehicle trail / areas and baseball / softball fields rated the lowest on priority investments.

**Table 4. Priorities for the Future, What Park and Forest Agencies Should Invest In, Oregon SCORP Region 1— 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
Nature and wildlife viewing areas	3.5
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
Paved / hard surface walking trails and paths	3.1
Community gardens	3.0
Off-leash dog areas	3.0
Picnic areas and shelters for <u>large</u> visitor groups	2.9
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.9
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.	2.6
Baseball / softball fields	2.5
Off-highway vehicle trails / areas	2.5
Basketball courts	2.3
Outdoor tennis courts	2.1

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

Region 1 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 3.3 to 4.3 on the 5-point scale, improving physical health, community desirability, and preserve open space rated the highest valued in Region 1. Lowest valued benefits in Region 1 included help attract new residents / businesses, provide for social interaction, and increase property values. Thus, in general, individual, community and environmental health have the greatest value, whereas economic benefits rate lowest. Delivery of benefits ranged from a mean score of 2.8 to 3.7, with promote tourism, preserve open space and preserve historical features rated the highest delivered in Region 1. Lowest delivered benefits in Region 1 included help reduce crime, help attract new residents / businesses, and increase property values.

**Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Region 1**

<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	Promote tourism	3.7
Make your community a more desirable place to live	4.2	Preserve open space and the environment	3.5
Preserve open space and the environment	4.2	Preserve historical features in your community	3.5
Improve mental health and reduce stress	4.1	Improve physical health and fitness	3.4
Preserve historical features in your community	4.0	Make your community a more desirable place to live	3.4
Help reduce crime	3.9	Enhance a sense of place and community	3.3
Enhance a sense of place and community	3.9	Improve mental health and reduce stress	3.2
Promote tourism	3.6	Provide opportunities for social interaction	3.1
Increase property values in your community	3.4	Increase property values in your community	2.9
Provide opportunities for social interaction	3.4	Help attract new residents and businesses	2.9
Help attract new residents and businesses	3.3	Help reduce crime	2.8