

Oregon Resident Outdoor Recreation Demand Analysis – SCORP Planning Region 3 Summary

2013-2017 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting Documentation

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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 SCORP Planning Region 3¹. 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.

¹ SCORP Planning Region 3 includes Benton, Linn and non-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 3 in the following tables. The top activities for Region 3 both user occasions (based on where the activity occurred) and proportion of Region 3 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 3, 2011

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	60,238,627	Walking on local streets / sidewalks	65.7
Walking on local trails / paths	20,052,263	Sightseeing / driving or motorcycling for pleasure	61.5
Bicycling on roads, streets /sidewalks	19,929,488	Walking on local trails / paths	59.2
Dog walking / going to dog parks / off-leash areas	16,752,337	Relaxing, hanging out, escaping heat / noise, etc.	57.8
Relaxing, hanging out, escaping heat / noise, etc.	14,249,700	Beach activities – ocean	54.5
General play at a neighborhood park / playground	11,199,412	Picnicking	53.3
Bicycling on paved trails	10,489,540	Attending outdoor concerts, fairs, festivals	52.4
Jogging / running on streets / sidewalks	9,206,153	Walking / day hiking on non-local trails / paths	46.9
Sightseeing / driving or motorcycling for pleasure	7,722,634	General play at a neighborhood park / playground	46.8
Walking / day hiking on non-local trails / paths	6,772,616	Visiting historic sites / history-themed parks	42.4

Table 2. User Occasions and Participation in Outdoor Recreation Activities, Region 3 Residents, 2011

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	60,238,627	65.7
Walking on local trails / paths	20,052,263	59.2
Walking / day hiking on non-local trails / paths	6,772,616	46.9
Long-distance hiking (back packing)	633,021	10.2
Jogging / running on streets / sidewalks	9,206,153	15.2
Jogging / running on trails / paths	5,991,988	12.5
Horseback riding	316,705	2.7
Bicycling on unpaved trails	2,081,896	12.6
Bicycling on paved trails	10,489,540	26.8
Bicycling on roads, streets / sidewalks	19,929,488	34.5
Bicycle touring on paved roads / paths (long day / multi-day rides)*		10.6
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	1,169,050	8.7
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	1,005,643	10.5
Class III – Off-road motorcycling	1,493,851	3.0
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)	161,083	1.7
Snowmobiling	31,235	2.2
Personal water craft – jet ski	221,999	4.6
Power boating (cruising / water skiing)	1,600,679	17.4
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	291,683	16.0
Cross-country / Nordic skiing / skijoring on groomed trails	103,006	3.8
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	120,275	4.2
Snowshoeing	191,932	6.3
Sledding, tubing, or general snow play	512,511	23.5
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	7,722,634	61.5
Picnicking	3,745,301	53.3
General play at a neighborhood park / playground	11,199,412	46.8
Dog walking / going to dog parks / off-leash areas	16,752,337	28.0
Relaxing, hanging out, escaping heat / noise, etc.	14,249,700	57.8
Attending outdoor concerts, fairs, festivals	1,715,728	52.4
Tennis (played outdoors)	525,649	5.9
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	2,565,242	8.2
Baseball / softball	1,798,538	10.0
Football, soccer, lacrosse, rugby, ultimate frisbee	1,615,073	9.2

Activity	User Occasions	% Population Participating
Golf	1,081,543	9.9
Disc golf	1,001,538	7.0
Skateboarding, inline skating, roller skating, roller skiing	1,176,941	3.8
Rock climbing, bouldering, mountaineering	172,696	4.1
Orienteering, geocaching	451,521	4.4
Hang gliding, sky diving, paragliding	10,523	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	905,598	42.4
Nature Study Activities		
Bird watching	5,408,942	13.8
Whale watching	-	14.6
Exploring tidepools	-	32.0
Other nature / wildlife / forest / wildflower observation	4,875,367	31.3
Visiting botanical gardens	161,105	12.5
Visiting nature centers	196,411	15.4
Outdoor photography, painting, drawing	2,754,587	18.3
Collecting (rocks, plants, mushrooms, berries)	2,433,729	26.0
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	816,387	20.2
Car camping with a tent	1,172,958	35.3
Motorcycle camping with a tent	22,275	1.8
Yurts / camper cabins	36,709	7.3
Fishing, Hunting, Shooting Activities		
Fly fishing	362,238	6.2
Fishing from a boat (other than fly fishing)	1,002,713	20.0
Fishing from a bank or shore (other than fly fishing)	1,654,661	21.6
Crabbing	-	17.5
Shellfishing / clamming	-	3.9
Big game hunting with a gun	768,075	10.4
Big game hunting with a bow	172,456	2.6
Waterfowl hunting	68,674	2.6
Upland bird or small game hunting	226,595	3.9
Target / skeet shooting / archery	790,509	11.7
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	422,408	12.1
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	456,208	12.8
Surfing / ocean stand-up paddling	-	1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	156,459	1.7
Beach activities – ocean	48,470	54.5
Beach activities – lakes, reservoirs, rivers	2,810,191	36.5
Swimming / playing in outdoor pools / spray parks	2,279,078	19.0
Snorkeling / SCUBA diving	229,032	1.4

*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 3 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 3

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	2.9	2.9
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.9	2.7
Drive-in tent sites	3.7	3.2
Hike-in tent sites	2.6	2.8
Hiker-biker sites	1.9	2.3
Other type	2.8	2.9

* 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 3 results, with items listed in descending order by mean priority ratings. The top priority needs for Region 3 residents are soft surface walking trails, access to waterways, nature and wildlife viewing areas and playgrounds with natural materials (Natural Play Areas). Picnic areas for small groups and off-street bicycle trails rated high as well. Tennis and basketball courts, baseball / softball fields and off-highway vehicle trail / areas rated the lowest on priority investments.

Table 4. Priorities for the Future, What Park and Forest Agencies Should Invest In, Oregon SCORP Region 3— Mean For 5-Point Likert (1 = “Lowest priority need” to 5 = “Highest priority need”)

Item	Mean
Dirt / other soft surface walking trails and paths	3.8
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	3.2
Off-street bicycle trails and pathways	3.2
Paved / hard surface walking trails and paths	2.9
Community gardens	2.9
Off-leash dog areas	2.9
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
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.8
Multi-use fields for soccer, football, lacrosse, etc.	2.6
Off-highway vehicle trails / areas	2.5
Baseball / softball fields	2.4
Basketball courts	2.4
Outdoor tennis courts	2.1

Value and Delivery for Benefits of Parks and Recreation Services

Region 3 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, community desirability and improve mental health and reduce stress rated the highest valued in Region 3. Lowest valued benefits in Region 3 included promote tourism and help attract new residents / businesses. Delivery of benefits ranged from a mean score of 2.8 to 3.5, with improve physical health and fitness, preserve open space and community desirability rated the highest delivered in Region 3. Lowest delivered benefits in Region 3 included help attract new residents / businesses, increase property values and help reduce crime.

Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Region 3

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	Improve physical health and fitness	3.5
Preserve open space and the environment	4.3	Preserve open space and the environment	3.5
Make your community a more desirable place to live	4.1	Make your community a more desirable place to live	3.4
Improve mental health and reduce stress	4.1	Provide opportunities for social interaction	3.3
Help reduce crime	3.9	Improve mental health and reduce stress	3.2
Preserve historical features in your community	3.8	Preserve historical features in your community	3.2
Enhance a sense of place and community	3.8	Enhance a sense of place and community	3.2
Provide opportunities for social interaction	3.5	Promote tourism	3.1
Increase property values in your community	3.3	Help reduce crime	2.9
Help attract new residents and businesses	3.1	Increase property values in your community	2.9
Promote tourism	3.1	Help attract new residents and businesses	2.8