

Oregon Resident Outdoor Recreation Demand Analysis – SCORP Planning Region 4 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 4¹. 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 4 includes coastal Douglas, Coos and Curry 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 4 in the following tables. The top activities for Region 4 both user occasions (based on where the activity occurred) and proportion of Region 4 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 4, 2011

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	6,531,899	Walking on local streets / sidewalks	63.3
Beach activities – ocean	3,289,161	Sightseeing / driving or motorcycling for pleasure	60.6
Walking on local trails / paths	3,106,413	Walking on local trails / paths	58.6
Relaxing, hanging out, escaping heat / noise, etc.	2,420,294	Beach activities – ocean	53.5
Dog walking / going to dog parks / off-leash areas	1,790,206	Relaxing, hanging out, escaping heat / noise, etc.	51.9
Sightseeing / driving or motorcycling for pleasure	1,675,954	Picnicking	49.4
Walking / day hiking on non-local trails / paths	1,579,953	General play at a neighborhood park / playground	42.6
Class I – ATV	1,295,327	RV camping	41.3
Exploring tidepools	1,151,398	Exploring tidepools	39.7
General play at a neighborhood park / playground	1,078,493	Walking / day hiking on non-local trails / paths	39.3

Table 2. User Occasions and Participation in Outdoor Recreation Activities, Region 4 Residents, 2011

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	6,531,899	63.3
Walking on local trails / paths	3,106,413	58.6
Walking / day hiking on non-local trails / paths	1,579,953	39.3
Long-distance hiking (back packing)	50,968	8.9
Jogging / running on streets / sidewalks	700,516	9.1
Jogging / running on trails / paths	351,575	8.6
Horseback riding	276,033	5.2
Bicycling on unpaved trails	307,908	9.9
Bicycling on paved trails	478,094	13.9
Bicycling on roads, streets / sidewalks	1,078,488	20.5
Bicycle touring on paved roads / paths (long day / multi-day rides)*		4.0
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	1,295,327	26.0
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	1,027,299	27.7
Class III – Off-road motorcycling	218,064	7.5
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)	516,611	6.0
Snowmobiling	<1,000	1.8
Personal water craft – jet ski	100,932	4.5
Power boating (cruising / water skiing)	278,970	22.8
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	<1,000	8.0
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	1.6
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	<1,000	1.5
Snowshoeing	<1,000	3.5
Sledding, tubing, or general snow play	23,689	17.4
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	1,675,954	60.6
Picnicking	640,166	49.4
General play at a neighborhood park / playground	1,078,493	42.6
Dog walking / going to dog parks / off-leash areas	1,790,206	29.5
Relaxing, hanging out, escaping heat / noise, etc.	2,420,294	51.9
Attending outdoor concerts, fairs, festivals	382,420	38.7
Tennis (played outdoors)	54,462	3.5
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	94,002	5.8
Baseball / softball	110,441	6.1
Football, soccer, lacrosse, rugby, ultimate frisbee	139,591	5.0
Golf	124,050	11.1

Activity	User Occasions	% Population Participating
Disc golf	104,296	8.9
Skateboarding, inline skating, roller skating, roller skiing	75,687	2.6
Rock climbing, bouldering, mountaineering	24,301	4.1
Orienteering, geocaching	51,929	4.9
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	280,241	32.8
Nature Study Activities		
Bird watching	971,081	15.2
Whale watching	431,730	27.4
Exploring tidepools	1,151,398	39.7
Other nature / wildlife / forest / wildflower observation	1,016,259	26.9
Visiting botanical gardens	276,648	27.3
Visiting nature centers	102,088	14.6
Outdoor photography, painting, drawing	501,927	17.1
Collecting (rocks, plants, mushrooms, berries)	918,459	37.0
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	634,073	41.3
Car camping with a tent	368,212	30.0
Motorcycle camping with a tent	18,700	3.2
Yurts / camper cabins	88,807	5.0
Fishing, Hunting, Shooting Activities		
Fly fishing	78,271	8.6
Fishing from a boat (other than fly fishing)	449,202	22.5
Fishing from a bank or shore (other than fly fishing)	552,823	23.8
Crabbing	722,888	26.0
Shellfishing / clamming	649,412	13.9
Big game hunting with a gun	160,835	15.1
Big game hunting with a bow	27,866	2.0
Waterfowl hunting	14,321	2.0
Upland bird or small game hunting	17,660	2.6
Target / skeet shooting / archery	267,926	18.9
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	48,479	20.9
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	204,004	22.7
Surfing / ocean stand-up paddling	158,349	1.3
Windsurfing / kiteboarding	8,239	<1.0
Sailing	11,570	1.2
Beach activities – ocean	3,289,161	53.5
Beach activities – lakes, reservoirs, rivers	813,964	32.3
Swimming / playing in outdoor pools / spray parks	458,760	11.9
Snorkeling / SCUBA diving	30,131	2.1

*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 4 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, Region 4

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	2.4
Cabins or yurts w/ heat, lights	2.8	2.9
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.7	2.9
Drive-in tent sites	3.2	3.2
Hike-in tent sites	2.3	2.6
Hiker-biker sites	1.7	2.2
Other type	2.7	2.7

* 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 4 results, with items listed in descending order by mean priority ratings. The top priority needs for Region 4 residents are access to waterways, soft surface walking trails and picnic areas for small groups. Playgrounds with natural materials (Natural Play Areas), nature and wildlife viewing areas and off-street bicycle trails rated high as well. Tennis and basketball courts, baseball / softball fields and multi-use fields rated the lowest on priority investments.

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

Item	Mean
Public access sites to waterways	3.7
Dirt / other soft surface walking trails and paths	3.6
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
Nature and wildlife viewing areas	3.3
Off-street bicycle trails and pathways	3.2
Picnic areas and shelters for <u>large</u> visitor groups	3.1
Off-leash dog areas	3.1
Off-highway vehicle trails / areas	3.1
Paved / hard surface walking trails and paths	2.9
Community gardens	2.9
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.8
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.7
Multi-use fields for soccer, football, lacrosse, etc.	2.6
Baseball / softball fields	2.4
Basketball courts	2.3
Outdoor tennis courts	2.1

Value and Delivery for Benefits of Parks and Recreation Services

Region 4 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, improve physical health, community desirability, preserve open space and improve mental health and reduce stress rated the highest valued in Region 4. Lowest valued benefits in Region 4 included provide opportunities for social interaction, increase property values and help attract new residents / businesses. Delivery of benefits ranged from a mean score of 2.6 to 3.4, with preserve open space, preserve historical features, promote tourism and community desirability rated the highest delivered in Region 4. Lowest delivered benefits in Region 4 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 4

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	Preserve open space and the environment	3.4
Make your community a more desirable place to live	4.2	Preserve historical features in your community	3.2
Preserve open space and the environment	3.9	Promote tourism	3.2
Improve mental health and reduce stress	3.9	Improve physical health and fitness	3.1
Help reduce crime	3.8	Make your community a more desirable place to live	3.1
Enhance a sense of place and community	3.8	Improve mental health and reduce stress	3.0
Preserve historical features in your community	3.7	Provide opportunities for social interaction	3.0
Promote tourism	3.7	Enhance a sense of place and community	3.0
Help attract new residents and businesses	3.5	Help reduce crime	2.7
Increase property values in your community	3.4	Increase property values in your community	2.7
Provide opportunities for social interaction	3.4	Help attract new residents and businesses	2.6