

# Oregon Resident Outdoor Recreation Demand Analysis – SCORP Planning Region 6 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 6<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.

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<sup>1</sup> SCORP Planning Region 6 includes Wasco, Sherman, Gilliam, Morrow and Umatilla 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 6 in the following tables. The top activities for Region 6 both user occasions (based on where the activity occurred) and proportion of Region 6 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 6, 2011**

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	9,403,242	Walking on local streets / sidewalks	61.8
Relaxing, hanging out, escaping heat / noise, etc.	2,684,008	Sightseeing / driving or motorcycling for pleasure	58.6
General play at a neighborhood park / playground	2,022,426	Walking on local trails / paths	52.2
Bicycling on roads, streets /sidewalks	1,995,948	Picnicking	50.8
Walking on local trails / paths	1,919,251	Relaxing, hanging out, escaping heat / noise, etc.	46.4
Dog walking / going to dog parks / off-leash areas	1,832,586	General play at a neighborhood park / playground	46.3
Sightseeing / driving or motorcycling for pleasure	1,433,202	Visiting historic sites / history-themed parks	45.9
Jogging / running on streets / sidewalks	1,370,937	Attending outdoor concerts, fairs, festivals	40.8
Bird watching	755,636	Walking / day hiking on non-local trails / paths	36.4
Swimming / playing in outdoor pools / spray parks	704,025	RV camping	35.8

**Table 2. User Occasions and Participation in Outdoor Recreation Activities, Region 6 Residents, 2011**

Activity	User Occasions	% Population Participating
<b>Non-motorized Trail Activities</b>		
Walking on local streets / sidewalks	9,403,242	61.8
Walking on local trails / paths	1,919,251	52.2
Walking / day hiking on non-local trails / paths	589,429	36.4
Long-distance hiking (back packing)	34,762	7.1
Jogging / running on streets / sidewalks	1,370,937	10.0
Jogging / running on trails / paths	238,217	7.2
Horseback riding	350,456	10.8
Bicycling on unpaved trails	153,954	11.2
Bicycling on paved trails	389,059	16.6
Bicycling on roads, streets / sidewalks	1,995,948	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)	543,653	25.2
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	224,034	17.0
Class III – Off-road motorcycling	48,523	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)	123,755	4.7
Snowmobiling	100,554	9.3
Personal water craft – jet ski	25,476	4.9
Power boating (cruising / water skiing)	197,184	16.6
<b>Non-motorized Snow Activities</b>		
Downhill (alpine) skiing / snowboarding	8,409	9.0
Cross-country / Nordic skiing / skijoring on groomed trails	1,197	1.9
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	4,514	1.1
Snowshoeing	18,793	5.8
Sledding, tubing, or general snow play	183,632	35.4
<b>Outdoor Leisure / Sporting Activities</b>		
Sightseeing / driving or motorcycling for pleasure	1,433,202	58.6
Picnicking	689,653	50.8
General play at a neighborhood park / playground	2,022,426	46.3
Dog walking / going to dog parks / off-leash areas	1,832,586	29.1
Relaxing, hanging out, escaping heat / noise, etc.	2,684,008	46.4
Attending outdoor concerts, fairs, festivals	207,929	40.8
Tennis (played outdoors)	126,367	11.7
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	268,363	13.3
Baseball / softball	220,948	10.4
Football, soccer, lacrosse, rugby, ultimate frisbee	490,594	9.3

Activity	User Occasions	% Population Participating
Golf	198,148	12.6
Disc golf	290,274	6.5
Skateboarding, inline skating, roller skating, roller skiing	191,382	5.9
Rock climbing, bouldering, mountaineering	8,656	2.0
Orienteering, geocaching	96,306	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.)	184,691	45.9
<b>Nature Study Activities</b>		
Bird watching	755,636	12.6
Whale watching	-	8.7
Exploring tidepools	-	18.5
Other nature / wildlife / forest / wildflower observation	548,301	23.0
Visiting botanical gardens	4,157	5.0
Visiting nature centers	14,300	7.3
Outdoor photography, painting, drawing	410,903	12.5
Collecting (rocks, plants, mushrooms, berries)	412,391	27.6
<b>Vehicle-based Camping Activities</b>		
RV / motorhome / trailer camping	314,780	35.8
Car camping with a tent	249,149	28.8
Motorcycle camping with a tent	4,828	2.6
Yurts / camper cabins	23,113	8.5
<b>Fishing, Hunting, Shooting Activities</b>		
Fly fishing	146,869	5.7
Fishing from a boat (other than fly fishing)	265,292	18.7
Fishing from a bank or shore (other than fly fishing)	540,814	30.3
Crabbing	-	9.3
Shellfishing / clamming	-	5.1
Big game hunting with a gun	177,050	15.6
Big game hunting with a bow	36,084	3.6
Waterfowl hunting	40,872	2.8
Upland bird or small game hunting	130,068	6.7
Target / skeet shooting / archery	191,487	14.4
<b>Non-motorized Water-based and Beach Activities</b>		
White-water canoeing, kayaking, rafting	220,422	8.9
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	62,520	10.1
Surfing / ocean stand-up paddling	-	<1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	<1.0
Beach activities – ocean	16,583	31.1
Beach activities – lakes, reservoirs, rivers	340,759	26.8
Swimming / playing in outdoor pools / spray parks	704,025	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 Region 6 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 6**

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 Region 6 results, with items listed in descending order by mean priority ratings. The top priority needs for Region 6 residents are soft surface walking trails, access to waterways and picnic areas for small groups. Playgrounds with natural materials (Natural Play Areas), nature and wildlife viewing areas and off-highway vehicle trails / areas rated high as well. 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, Oregon SCORP Region 6— 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**

Region 6 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 and help reduce crime rated the highest valued in Region 6. Lowest valued benefits in Region 6 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 improve physical health, community desirability, preserve open space and preserve historical features rated the highest delivered in Region 6. Lowest delivered benefits in Region 6 included help attract new residents / businesses, increase property values, improve mental health and help reduce crime.

**Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Region 6**

<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