

Oregon Resident Outdoor Recreation Demand Analysis – SCORP Planning Region 7 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 7¹. 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 7 includes Jefferson, Wheeler, Crook and Deschutes 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 7 in the following tables. The top activities for Region 7 both user occasions (based on where the activity occurred) and proportion of Region 7 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 7, 2011

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	16,786,789	Walking on local streets / sidewalks	71.9
Walking on local trails / paths	11,982,011	Walking on local trails / paths	66.3
Bicycling on paved trails	5,821,693	Sightseeing / driving or motorcycling for pleasure	60.6
Relaxing, hanging out, escaping heat / noise, etc.	4,931,369	Attending outdoor concerts, fairs, festivals	57.3
Horseback riding	4,230,429	Relaxing, hanging out, escaping heat / noise, etc.	54.9
Dog walking / going to dog parks / off-leash areas	4,071,836	Picnicking	52.2
Bicycling on roads, streets /sidewalks	3,954,325	Walking / day hiking on non-local trails / paths	51.5
Walking / day hiking on non-local trails / paths	3,809,079	Beach activities – lakes, reservoirs, rivers	50.4
Jogging / running on trails / paths	2,795,916	General play at a neighborhood park / playground	45.3
Sightseeing / driving or motorcycling for pleasure	2,720,445	Beach activities – ocean	44.8

Table 2. User Occasions and Participation in Outdoor Recreation Activities, Region 7 Residents, 2011

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	16,786,789	71.9
Walking on local trails / paths	11,982,011	66.3
Walking / day hiking on non-local trails / paths	3,809,079	51.5
Long-distance hiking (back packing)	713,451	19.4
Jogging / running on streets / sidewalks	2,540,061	20.7
Jogging / running on trails / paths	2,795,916	18.2
Horseback riding	4,230,429	4.9
Bicycling on unpaved trails	1,331,531	22.4
Bicycling on paved trails	5,821,693	28.0
Bicycling on roads, streets / sidewalks	3,954,325	34.0
Bicycle touring on paved roads / paths (long day / multi-day rides)*		19.8
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	592,801	14.0
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	358,693	13.1
Class III – Off-road motorcycling	215,146	5.6
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)	115,883	3.4
Snowmobiling	362,238	8.5
Personal water craft – jet ski	91,905	9.6
Power boating (cruising / water skiing)	599,286	22.9
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	1,965,085	18.0
Cross-country / Nordic skiing / skijoring on groomed trails	346,554	12.1
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	236,673	7.2
Snowshoeing	209,496	16.6
Sledding, tubing, or general snow play	818,180	33.0
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	2,720,445	60.6
Picnicking	864,166	52.2
General play at a neighborhood park / playground	1,783,221	45.3
Dog walking / going to dog parks / off-leash areas	4,071,836	37.6
Relaxing, hanging out, escaping heat / noise, etc.	4,931,369	54.9
Attending outdoor concerts, fairs, festivals	925,197	57.3
Tennis (played outdoors)	287,053	8.0
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	308,496	9.8
Baseball / softball	220,948	7.6
Football, soccer, lacrosse, rugby, ultimate frisbee	490,594	8.4
Golf	811,162	15.1

Activity	User Occasions	% Population Participating
Disc golf	257,086	5.3
Skateboarding, inline skating, roller skating, roller skiing	298,905	8.1
Rock climbing, bouldering, mountaineering	466,873	13.3
Orienteering, geocaching	362,102	10.2
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	684,000	44.1
Nature Study Activities		
Bird watching	2,036,342	17.8
Whale watching	-	8.5
Exploring tidepools	-	29.3
Other nature / wildlife / forest / wildflower observation	2,116,174	29.2
Visiting botanical gardens	8,152	8.5
Visiting nature centers	177,253	15.2
Outdoor photography, painting, drawing	844,262	17.5
Collecting (rocks, plants, mushrooms, berries)	598,111	21.7
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	770,610	32.3
Car camping with a tent	2,054,459	36.8
Motorcycle camping with a tent	65,678	4.2
Yurts / camper cabins	48,971	4.2
Fishing, Hunting, Shooting Activities		
Fly fishing	690,778	12.1
Fishing from a boat (other than fly fishing)	518,422	21.1
Fishing from a bank or shore (other than fly fishing)	614,830	21.0
Crabbing	-	10.2
Shellfishing / clamming	-	2.5
Big game hunting with a gun	112,709	10.6
Big game hunting with a bow	45,837	2.9
Waterfowl hunting	28,023	2.4
Upland bird or small game hunting	44,964	4.1
Target / skeet shooting / archery	624,715	17.5
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	1,226,550	12.8
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	551,557	27.3
Surfing / ocean stand-up paddling	-	3.5
Windsurfing / kiteboarding	1,991	<1.0
Sailing	2,648	<1.0
Beach activities – ocean	25,264	44.8
Beach activities – lakes, reservoirs, rivers	1,105,229	50.4
Swimming / playing in outdoor pools / spray parks	1,014,448	24.8
Snorkeling / SCUBA diving	25,970	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 7 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.

Table 3. Likelihood and Priority Need for Camping Type, Region 7

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	2.6	2.5
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.7	2.5
Drive-in tent sites	3.4	3.0
Hike-in tent sites	2.6	2.5
Hiker-biker sites	2.1	2.4
Other type	2.5	2.4

* 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 7 results, with items listed in descending order by mean priority ratings. The top priority needs for Region 7 residents are soft surface walking trails, access to waterways, picnic areas for small groups and off-street bicycle trails. Playgrounds with natural materials (Natural Play Areas), nature and wildlife viewing areas and off-leash dog areas rated high as well. Tennis and basketball courts, baseball / softball fields and off-highway vehicle trails / areas rated the lowest on priority investments.

Table 4. Priorities for the Future, What Park and Forest Agencies Should Invest In, Oregon SCORP Region 7— Mean For 5-Point Likert (1 = “Lowest priority need” to 5 = “Highest priority need”)

Item	Mean
Dirt / other soft surface walking trails and paths	3.6
Public access sites to waterways	3.5
Picnic areas and shelters for <i>small</i> visitor groups	3.2
Off-street bicycle trails and pathways	3.2
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.1
Nature and wildlife viewing areas	3.1
Off-leash dog areas	3.0
Community gardens	2.9
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.9
Paved / hard surface walking trails and paths	2.8
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.7
Picnic areas and shelters for <i>large</i> visitor groups	2.7
Multi-use fields for soccer, football, lacrosse, etc.	2.6
Off-highway vehicle trails / areas	2.5
Baseball / softball fields	2.4
Basketball courts	2.3
Outdoor tennis courts	2.1

Value and Delivery for Benefits of Parks and Recreation Services

Region 7 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 7. Lowest valued benefits in Region 7 included help attract new residents / businesses, promote tourism and provide opportunities for social interaction. Delivery of benefits ranged from a mean score of 3.1 to 3.9, with improve physical health and fitness, community desirability and promote tourism rated the highest delivered in Region 7. Lowest delivered benefits in Region 7 included increase property values, help reduce crime and attract new residents / businesses.

Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Region 7

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	3.9
Make your community a more desirable place to live	4.3	Make your community a more desirable place to live	3.9
Preserve open space and the environment	4.2	Promote tourism	3.7
Improve mental health and reduce stress	4.1	Preserve open space and the environment	3.6
Enhance a sense of place and community	4.0	Provide opportunities for social interaction	3.6
Help reduce crime	3.9	Enhance a sense of place and community	3.6
Preserve historical features in your community	3.8	Improve mental health and reduce stress	3.4
Increase property values in your community	3.7	Preserve historical features in your community	3.4
Provide opportunities for social interaction	3.5	Help attract new residents and businesses	3.3
Promote tourism	3.4	Help reduce crime	3.1
Help attract new residents and businesses	3.3	Increase property values in your community	3.1